

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

[illegible]

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NO. NET OF TYPE T/C		AVG. AUD. %	VCR RECORD %	SH %	AVG. 0,000	TOTAL WORKING PERS				W O M E N					M E N					T E E N S		CHILDREN				
									18-49	18-24	25-34	35-44	18-24	25-34	35-44	45-54	55+	18-24	25-34	35-44	45-54	55+	TOT.	FEM.	TOT.	6-11			
		#STNS	CVG%					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11		
EVENING CONT'D																													
AMER. LEAGUE CHAMP-GM-3(-CONT'D)																													
	9.30 - 10.00			A	12.6	.0	23	1139	1646	228	180	74	625	184	303	293	259	274	846	249	443	436	370	359	63	23A	112	82	
	10.00 - 10.30			A	13.2	.0	24	1193	1606	222	174	74	608	184	298	282	257	264	840	264	453	445	365	341	62	20A	97	76	
	10.30 - 11.00			A	13.4	.1	25	1211	1622	213	171	69	612	177	294	271	259	274	867	293	491	463	369	333	58	15A	84	69	
	11.00 - 11.30			A	13.6	.0	27	1229	1579	205	165	61	580	157	286	270	265	253	852	289	493	468	384	311	68	21A	80	64	
BEYOND TOMORROW																													
SAT	9.00P	60	FOX	1	B	3.1	.1	5	280	1630	222	175	131A	593	205	382	391	311	148A	744	258	499	489	415	189	139A	20V	154A	68A
	126	87	DO	1	C	3.1	.1	5	280	1630	222	175	131A	593	205	382	391	311	148A	744	258	499	489	415	189	139A	20V	154A	68A
	9.00 - 9.30			A	2.9	.1	5	262	1666	233	181	142A	626	223	403	408	326	148A	744	258	499	489	415	189	139A	20V	154A	68A	
	9.30 - 10.00			A	3.3	.1	6	298	1598	213	170	120A	563	189	364	377	299	148A	727	236	486	481	418	188	139A	20V	137A	67A	
BILL COSBY SHOW																													
THU	8.00P	30	NBC	1	B	24.2	.4	40	2188	1720	338	287	95	788	306	508	450	338	235	461	208	322	292	190	108	165	98	307	188
	215	99	CS	1	C	24.2	.4	40	2188	1720	338	287	95	788	306	508	450	338	235	461	208	322	292	190	108	165	98	307	188
B BUNNY:A CONN. RABBIT(S,R)																													
WED	8.00P	30	CBS		A	7.9	.0	13	714	1699	250	204	83	683	269	418	388	263	234	444	182	304	278	183	115	102	47A	471	284
	198	94	EA																										
BURNING QUESTIONS?(S)																													
MON	8.00P	60	ABC		A	10.3	.0	17	931	1525	259	180	66	728	161	339	355	355	324	608	148	317	320	297	236	58	20A	131	79
	210	96	N																										
	8.00 - 8.30			A	9.7	.0	16	877	1503	260	185	68	728	162	337	344	347	330	584	152	301	294	276	231	59	22A	133	82	
	8.30 - 9.00			A	10.9	.1	19	985	1543	257	176	64	729	159	340	364	362	319	629	145	332	343	315	240	58	18A	128	77	
CAVANAUGHS																													
MON	8.30P	30	CBS	4	A	7.9	.1	12	714	1501	325	225	78	830	190	382	374	387	395	478	115	215	246	225	215	56A	35A	137	72
	203	92	CS	9	B	10.3	.1	16	929	1497	315	241	84	828	246	429	404	349	343	417	127	224	221	188	164	100	63	151	91
				C	9.2	.1	15	832	1484	310	230	71	820	221	406	389	351	363	437	121	216	219	199	184	84	51	135	84	
CBS FRIDAY MOVIE																													
FRI	9.00P	120	CBS	4	B	9.5	.7	17	859	1525	237	140	50A	755	180	303	329	352	385	559	123	259	287	296	253	53A	24A	158	93
	216	98	FF	17	C	9.8	.4	17	884	1581	255	181	78	770	214	385	379	362	324	498	156	269	263	230	197	70	38	242	143
STREET OF DREAMS																													
	9.00 - 9.30			A	9.6	.6	17	868	1616	240	141	49A	791	182	311	337	356	411	544	116	255	287	288	240	74	34A	208	116	
	9.30 - 10.00			A	9.1	.7	16	823	1582	244	143	52A	775	191	309	328	355	399	558	119	257	289	297	248	74	33A	175	115	
	10.00 - 10.30			A	9.7	.6	18	877	1490	228	138	53	746	184	308	329	350	374	568	127	260	290	299	259	41A	20A	135	77	
	10.30 - 11.00			A	9.4	.7	18	850	1445	241	142	48A	724	166	292	328	356	365	577	130	272	287	305	269	25A	9V	119	67	
CBS MONDAY MOVIE																													
MON	9.00P	120	CBS	3	A	15.1	1.1	24	1365	1442	345	245	82	843	220	430	419	428	358	463	126	235	242	225	194	51	29A	85	48
	215	99	FF	3	B	14.3	.6	22	1290	1446	333	249	80	853	246	457	440	413	334	420	125	219	213	199	170	73	41	100	59
UNHOLY MATRIMONY																													
	9.00 - 9.30			A	13.3	1.0	20	1202	1446	346	252	86	855	219	436	416	429	366	431	107	200	224	210	188	56	35A	103	53	
CONT'D																													

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET OF	NO. OF T/C		AVG. AUD. %	VCR RECD %	SM %	AVG. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11		
#STNS	CVG%	TYPE																													
EVENING CONT'D																															
CBS MONDAY MOVIE-CONT'D																															
	9.30 - 10.00				A	14.8	1.0	22	1338	1418	345	242	83	839	223	424	417	422	359	433	117	214	224	211	185	52	31^	94	52		
	10.00 - 10.30				A	15.9	1.2	25	1437	1453	348	245	78	838	220	431	420	429	352	481	134	253	251	233	198	51	28^	84	50		
	10.30 - 11.00				A	16.2	1.1	27	1464	1466	345	245	82	852	221	435	429	435	361	505	141	267	266	246	207	44	25^	65	40		
CBS SUNDAY MOVIE																															
SUN	9.00P	120	CBS	2	A	16.8	.5	26	1519	1482	345	246	54	902	198	442	454	469	393	465	131	265	273	241	165	47	27^	67	44		
	209	98	FF	2	B	17.0	.6	29	1534	1534	322	241	68	834	224	436	428	403	339	561	178	338	327	281	186	60	27	79	47		
					C	17.0	.6	29	1534	1534	322	241	68	834	224	436	428	403	339	561	178	338	327	281	186	60	27	79	47		
LIBERACE: BEHIND THE MUSIC																															
	9.00 - 9.30				A	15.9	.5	24	1437	1491	340	243	45	892	175	423	447	472	399	471	113	243	261	252	185	56	33	72	48		
	9.30 - 10.00				A	16.8	.5	25	1519	1483	342	243	54	909	195	440	455	473	401	456	127	256	267	234	165	48	29^	70	47		
	10.00 - 10.30				A	17.4	.4	28	1573	1482	348	245	55	905	204	445	452	468	395	467	138	278	284	243	156	41	24^	69	43		
	10.30 - 11.00				A	16.9	.5	29	1528	1491	355	258	62	913	220	466	468	467	383	472	145	283	283	240	158	45	24^	59	37		
CBS THURSDAY MOVIE																															
THU	9.00P	120	CBS	4	A	12.0	.4	20	1085	1457	328	252	89	905	250	505	504	473	318	405	111	236	240	227	136	61	32^	86	48		
	215	99	FF	6	B	11.7	.3	19	1060	1466	319	244	76	854	239	462	440	412	332	451	129	247	242	223	175	67	38	94	58		
					C	11.2	.3	19	1011	1481	299	227	71	821	224	438	424	404	322	489	141	269	269	244	185	73	36	97	61		
LEAP OF FAITH																															
	9.00 - 9.30				A	11.3	.4	18	1022	1491	333	257	96	903	232	494	501	482	331	435	104	247	253	255	148	54	27^	99	50		
	9.30 - 10.00				A	12.1	.4	19	1094	1467	330	251	94	911	256	509	507	468	319	402	110	238	245	231	132	61	31^	93	51		
	10.00 - 10.30				A	12.4	.4	20	1121	1446	328	252	82	908	253	511	512	478	311	388	110	229	234	215	129	64	36^	86	49		
	10.30 - 11.00				A	12.2	.5	21	1103	1425	323	247	85	898	260	504	496	465	312	397	118	231	231	208	137	63	35^	67	40^		
CBS TUESDAY MOVIE																															
TUE	9.00P	120	CBS	1	A	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48		
	206	98	FF	1	B	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48		
					C	19.4	.5	31	1754	1484	300	216	74	852	221	416	409	427	366	480	134	251	245	251	194	65	38	87	48		
JESSE																															
	9.00 - 9.30				A	16.7	.5	26	1510	1501	297	217	80	845	220	414	408	414	364	472	130	241	240	242	197	68	38	116	65		
	9.30 - 10.00				A	19.3	.4	30	1745	1499	301	221	82	853	227	421	406	421	368	476	132	247	243	248	195	70	40	99	56		
	10.00 - 10.30				A	20.6	.4	33	1862	1492	302	214	70	859	221	419	414	434	367	488	136	259	251	258	194	68	42	77	42		
	10.30 - 11.00				A	20.8	.4	35	1880	1462	304	214	68	858	216	415	411	440	369	485	138	255	247	255	194	54	33	63	33		
DEAR JOHN PREVIEW(S)																															
THU	9.00P	30	NBC		A	19.8	.3	31	1790	1572	329	262	89	778	307	483	444	320	235	479	222	347	319	205	95	137	76	178	112		
	211	99	CS																												
DUET(R)																															
SUN	10.00P	30	FOX	4	A	2.5	.0	4	226	1434	283	271	79^	614	371	458	289	182^	139^	483	299	408	299	149^	71^	197^	85^	140^	97^		
	121	83	CS	13	B	3.1	.0	5	278	1480	313	285	102	665	364	507	375	236	130	510	294	416	307	171	84	164	81	142	87		
					C	3.3	.1	6	298	1561	324	288	110	658	342	496	403	241	134	538	305	446	339	185	79	153	89	176	111		
EMPTY NEST																															
SAT	9.30P	30	NBC	1	A	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115		
	210	99	CS	1	B	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115		
					C	19.9	.4	35	1799	1628	335	256	79	873	246	468	442	401	359	458	137	269	263	238	157	125	79	171	115		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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16 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																							
DAY	TIME	DUR	NET #STNS	OF T/C		AVG. AUD.	VCR RECD %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN																																							
										PERS		LOH 18-49 W/CH	18- W/CH	18- 49	25- 34	35- 44	45- 54	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																															
										(2+)	18+																																																						
EVENING CONT'D																																																																	
48 HOURS																																																																	
THU	8.00P	60	CBS	4	B	8.8	.1	14	796	1535	313	243	97	844	227	439	467	409	330	505	162	301	300	250	159	54 ^A	32 ^A	132	75																																				
	212	99	DN	5	C	9.9	.1	16	895	1509	282	216	65	805	190	384	386	381	363	560	163	301	303	264	215	51	24	93	50																																				
MAKING BABIES	8.00 - 8.30				A	8.2	.1	13	741	1530	288	225	87	837	203	409	440	409	350	558	160	296	302	265	217	50	23	88	47																																				
	8.30 - 9.00				A	9.4	.1	15	850	1540	336	259	105	849	248	464	490	409	312	511	153	285	286	244	178	60 ^A	42 ^A	121	72																																				
FULL HOUSE(R)	8.52P	30	ABC	4	B	8.6	.1	16	777	1606	207	168	80	673	232	360	285	235	290	565	190	316	289	213	225	49 ^A	24 ^A	142	79																																				
FRI	216	93	CS	31	C	10.2	.1	18	918	1575	260	211	89	725	279	427	348	261	266	423	159	260	238	170	138	132	60	294	197																																				
	8.30 - 9.00				A	10.4	.1	20	940	1610	270	214	91	735	257	428	378	292	276	404	161	258	237	176	122	155	94	317	211																																				
	9.00 - 9.30				A	7.7	.2	14	696	1526	214	174	73	667	221	332	272	224	303	571	178	306	285	215	238	112	34 ^A	176	115																																				
					A	8.9	.1	16	805	1637	205	166	83	677	236	370	290	239	286	564	195	321	292	213	221	145	51 ^A	250	169																																				
GARRY SHANDLING SHOW(R)	9.00P	30	FOX	4	B	3.8	.1	6	344	1604	268	252	123 ^A	580	330	466	349	176	100 ^A	546	338	502	387	183	37 ^A	252	140	226	159																																				
SUN	129	88	CS	31	C	5.1	.0	8	461	1582	303	267	112	619	342	495	380	223	104	545	327	473	378	190	54	196	95	222	153																																				
					A	4.5	.1	8	407	1660	297	260	99	643	326	480	372	218	133	581	339	483	373	213	73	191	91	241	173																																				
GOLDEN GIRLS	9.00P	30	NBC	1	B	21.6	.4	37	1953	1671	325	250	75	896	241	466	433	402	385	453	136	259	249	220	162	123	78	199	127																																				
SAT					A	21.6	.4	37	1953	1671	325	250	75	896	241	466	433	402	385	453	136	259	249	220	162	123	78	199	127																																				
GROWING PAINS(R)																																																																	
WED	8.00P	30	ABC	4	B	11.3	.1	20	1022	1541	302	238	67	700	236	412	372	311	249	500	172	306	294	232	156	153	81	187	129																																				
	184	90	CS	31	C	12.8	.1	23	1157	1559	293	240	86	701	277	448	383	286	213	421	178	283	258	174	112	176	91	261	175																																				
					A	14.1	.1	26	1275	1625	306	257	99	711	320	483	401	272	188	431	209	313	266	170	90	201	114	286	190																																				
HIGH RISK	8.00P	60	CBS	1	B	13.5	.1	22	1220	1613	240	184	77	750	207	386	373	346	316	572	172	323	318	286	204	111	47	180	114																																				
TUE	209	99	PV	1	C	13.5	.1	22	1220	1613	240	184	77	750	207	386	373	346	316	572	172	323	318	286	204	111	47	180	114																																				
	8.00 - 8.30				A	13.4	.1	22	1211	1606	236	184	88	748	212	385	371	337	313	572	172	323	318	286	204	111	47	180	114																																				
	8.30 - 9.00				A	13.6	.1	21	1229	1619	244	185	67	752	202	388	375	354	319	562	165	310	307	277	206	109	45	187	120																																				
					A	13.6	.1	21	1229	1619	244	185	67	752	202	388	375	354	319	581	178	336	330	295	202	112	48	173	109																																				
HOGAN FAMILY	8.30P	30	NBC	1	B	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250																																				
MON	207	99	CS	1	C	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250																																				
					A	18.0	.3	28	1627	1750	324	284	102	733	312	504	434	312	195	415	206	311	287	173	79	239	133	363	250																																				
HUNTER(R)	10.00P	60	NBC	1	B	15.4	.1	29	1392	1616	313	243	68	853	233	454	430	406	346	496	134	283	274	268	184	123	62	143	94																																				
SAT	206	99	OP	27	C	15.4	.1	29	1392	1616	313	243	68	853	233	454	430	406	346	496	134	283	274	268	184	123	62	143	94																																				
	10.00 - 10.30				A	14.5	.2	29	1311	1634	295	219	71	798	215	415	390	384	328	541	149	282	278	276	214	134	75	166	113																																				
	10.30 - 11.00				A	15.5	.2	29	1401	1608	318	244	71	851	234	451	431	403	346	489	134	279	264	263	183	120	59	148	96																																				
					A	15.4	.2	30	1392	1612	306	240	65	850	230	453	426	406	345	500	134	284	281	272	183	126	65	137	90																																				
INCREDIBLE SUNDAY	7.00P	60	ABC	1	B	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48 ^A	205	119																																				
SUN	200	95	PV	1	C	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48 ^A	205	119																																				
	7.00 - 7.30				A	7.8	.1	14	705	1613	280	241	88	702	221	402	393	303	259	606	183	372	374	308	179	100	48 ^A	205	119																																				
					A	7.3	.1	13	660	1643	273	234	84	732	225	408	401	314	281	596	171	358	369	309	178	105	54 ^A	210	127																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET OF		AVG.	VCR	AVG.		TOTAL	WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN						
#STNS	CVG%	TYPE	T/C		AUD.	RECD	SH	AUD.	PERS	WOMEN	18-49	18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	TOT.	TOT.	2-	6-			
					%	%	%	0.000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																														
INCREDIBLE SUNDAY-CONT'D																														
	7.30 - 8.00			A	8.3	.0	15	750	1587	285	247	92	676	217	397	386	294	240	614	194	385	379	308	180	96	42^	200	113		
LIVE	DICK CLARK PRESENTS			A	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149		
SAT	8.00P 60 CBS			B	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149		
	201 96 GV			C	5.8	.1	10	524	1639	268	202	85^	691	235	409	391	322	217	600	243	379	366	271	164	110	64^	238	149		
	8.00 - 8.30			A	5.7	.1	10	515	1598	270	194	80^	675	230	394	365	307	222	614	257	387	368	268	172	105	64^	205	123		
	8.30 - 9.00			A	5.9	.1	10	533	1678	266	209	90	707	240	423	417	337	212	587	230	371	365	274	156	114	63^	270	174		
MAGICAL WORLD OF DISNEY																														
SUN	7.42P 60 NBC			A	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235		
	211 99 GV			B	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235		
	7.30 - 8.00			C	10.6	.1	17	958	1749	281	228	93	648	249	457	415	299	165	553	225	425	410	285	92	177	83	370	235		
	8.00 - 8.30			A	9.1	.1	15	823	1735	276	226	76	624	228	439	402	290	163	642	261	470	446	318	121	159	68	310	196		
	8.30 - 9.00			A	11.2	.1	18	1012	1728	280	226	95	648	246	451	407	300	168	525	214	411	397	275	82	182	85	373	240		
				A	11.4	.1	18	1031	1809	291	236	107	676	279	488	450	307	159	512	210	405	398	270	81	186	93	436	269		
MARRIED...WITH CHILDREN(R)																														
SUN	8.30P 30 FOX			B	7.4	.0	11	669	1694	332	314	107	635	352	523	416	246	89	560	307	498	414	232	50^	267	137	232	173		
	128 87 CS			B	7.7	.0	12	694	1700	357	322	112	666	356	528	424	258	108	620	332	520	428	262	74	192	98	223	151		
				C	5.4	.0	9	488	1812	338	298	111	689	362	533	417	260	122	675	379	569	456	266	79	200	92	265	169		
MR. BELVEDERE(R)																														
FRI	9.22P 30 ABC			A	9.0	.1	16	814	1578	208	164	89	672	224	365	307	251	280	552	203	334	299	209	204	129	50^	225	148		
	215 93 CS			B	9.5	.1	17	854	1584	258	209	94	728	268	422	351	270	273	430	161	267	248	182	137	133	62	294	197		
	9.00 - 9.30			C	10.3	.1	19	931	1625	268	213	94	732	248	413	365	300	281	417	159	261	233	186	130	158	96	316	215		
	9.30 - 10.00			A	8.7	.1	16	786	1600	211	165	90	688	227	366	302	251	300	555	185	323	289	218	219	126	49^	230	152		
				A	9.1	.1	16	823	1572	207	163	88	666	223	365	309	251	273	551	210	338	303	206	198	130	50^	224	147		
MURDER, SHE WROTE(R)																														
SUN	8.00P 60 CBS			A	15.6	.2	24	1410	1548	303	203	38	896	146	354	380	435	473	520	82	193	221	261	276	46	31^	85	52		
	214 98 SM			B	15.3	.2	24	1383	1559	298	196	39	882	148	340	360	419	477	553	106	211	225	256	296	45	23	80	48		
	8.00 - 8.30			C	18.0	.3	29	1627	1588	309	195	38	884	129	324	359	447	493	587	93	217	239	298	317	48	24	67	42		
	8.30 - 9.00			A	15.1	.2	24	1365	1548	288	192	40	884	147	347	365	417	470	535	87	200	231	265	280	48	32^	82	48		
				A	16.1	.2	25	1455	1548	317	212	37	907	146	361	393	451	475	507	77	187	212	258	272	45	30^	88	56		
NAT'L LEAGUE CHAMP-PRE-1(S)																														
TUE	8.00P 20 ABC			A	11.8	.1	21	1067	1475	198	141	58	630	148	264	253	258	332	700	178	315	313	306	334	64	23^	82	50		
	219 99 SC																													
NAT'L LEAGUE CHAMP-GM-1(S)																														
TUE	8.20P 176 ABC			A	16.4	.1	27	1483	1495	193	142	36	539	114	231	229	246	278	843	259	447	419	363	339	49	7^	65	42		
	219 99 SE																													
N.Y. METS VS L.A. DODGERS																														
	8.00 - 8.30			A	12.7	.1	22	1148	1487	185	126	43	584	122	235	234	256	314	759	206	350	358	325	348	61	14^	82	59		
	8.30 - 9.00			A	14.8	.0	24	1338	1493	191	131	34^	557	112	226	224	250	300	798	236	402	386	339	340	58	10^	80	56		
	9.00 - 9.30			A	16.4	.0	26	1483	1501	191	136	37	534	104	219	221	244	286	843	257	444	423	362	342	57	7^	67	43		
	9.30 - 10.00			A	16.6	.1	26	1501	1498	197	149	37	536	105	222	220	242	285	856	262	462	436	369	336	47	5^	59	35		
CONT'D																														

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NO. NET OF TYPE T/C		AVG. AUD. %	VCR RECD %	AVG. SH. AUD. 0,000	TOTAL WORKING PERS		LOH 18-49	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
								(2+)	18+	49	18- W/CH <3	18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NO. NET OF #STNS CVG% TYPE T/C		AVG. AUD. %	VCH RECD %	3H % 0.000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN					
											18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
EVENING CONT'D																												
NBC MONDAY NIGHT MOVIES-CONT'D																												
MON	9.00P	120	NBC	1 B	17.3	1.0	27	1564	1554	354	300	80	857	277	526	494	416	270	457	168	289	292	224	128	115	61	125	65
	204	99	FF	1 C	17.3	1.0	27	1564	1554	354	300	80	857	277	526	494	416	270	457	168	289	292	224	128	115	61	125	65
THE PEOPLE ACROSS THE LAKE																												
	9.00 - 9.30			A	16.9	.8	26	1528	1557	355	302	87	853	281	515	477	400	283	419	158	262	265	200	120	126	74	158	93
	9.30 - 10.00			A	17.7	.9	27	1600	1562	362	309	79	866	284	533	498	415	274	448	162	280	286	223	127	117	61	131	71
	10.00 - 10.30			A	17.3	1.0	27	1564	1566	362	304	80	871	282	544	516	434	262	468	171	297	303	233	128	112	58	115	53
	10.30 - 11.00			A	17.1	.9	28	1546	1551	340	288	74	846	264	519	492	419	264	499	183	319	317	244	137	106	52	99	45
NBC MOVIE OF THE WEEK-FRI(S)																												
FRI	8.00P	120	NBC	A	14.5	.2	26	1311	1507	330	244	84	865	236	456	449	432	336	426	109	209	235	230	164	65	37	150	90
	206	99	FF																									
THE SECRET LIFE-KATHY MCCORMICK																												
	8.00 - 8.30			A	12.6	.2	23	1139	1481	305	233	80	839	230	437	434	402	334	423	110	211	233	222	162	68	40^	149	85
	8.30 - 9.00			A	14.0	.1	25	1266	1492	313	230	79	853	228	443	441	428	332	421	101	199	230	231	162	67	38	151	86
	9.00 - 9.30			A	15.3	.2	27	1383	1502	336	242	86	867	238	451	442	435	343	423	107	202	229	232	167	62	35	149	91
	9.30 - 10.00			A	16.3	.3	28	1474	1525	355	264	90	883	244	480	471	451	331	431	116	220	245	232	162	61	35	149	94
NBC SUNDAY NIGHT MOVIE																												
SUN	9.42P	120	NBC	1 B	15.0	.5	25	1356	1625	377	302	92	827	306	555	511	400	217	526	214	361	349	258	126	133	74	139	84
	208	98	FF	1 C	15.0	.5	25	1356	1625	377	302	92	827	306	555	511	400	217	526	214	361	349	258	126	133	74	139	84
GOING TO THE CHAPEL																												
	9.30 - 10.00			A	14.9	.6	23	1347	1641	361	287	94	788	302	527	483	370	205	528	210	369	363	268	120	149	78	177	109
	10.00 - 10.30			A	15.2	.6	24	1374	1665	389	312	95	827	314	566	523	402	202	526	215	364	354	260	123	150	78	162	100
	10.30 - 11.00			A	14.9	.6	25	1347	1629	385	309	93	840	314	572	529	409	213	530	217	367	358	261	124	130	77	128	79
	11.00 - 11.30			A	15.3	.5	29	1383	1580	371	296	87	827	293	543	500	402	233	521	214	353	337	249	129	116	68	116	68
	11.30 - 12.00			A	14.3	.5	31	1293	1586	366	293	93	846	298	551	505	409	243	523	209	344	322	252	142	111	68	106	60
NEW HART(R)																												
MON	8.00P	30	CBS	4 B	9.4	.1	15	850	1497	320	241	59	811	206	401	397	388	356	512	121	251	281	252	206	66	41^	109	55
	206	96	CS	9 C	10.9	.1	18	988	1488	319	249	81	816	241	430	409	353	335	461	136	256	252	216	170	80	51	132	75
					9.8	.1	17	886	1472	318	246	75	812	238	421	395	348	344	477	133	255	257	227	185	70	42	123	75
NFL MONDAY NIGHT FOOTBALL																												
MON	9.00P	194	ABC	4 B	18.1	.1	31	1636	1509	206	163	52	499	158	288	260	237	183	844	298	535	486	396	258	79	22^	87	58
	223	99	SE	5 C	15.5	.1	26	1400	1496	208	166	51	492	162	287	260	229	175	835	296	520	488	393	257	78	21	90	59
DALLAS VS NEW ORLEANS																												
	9.00 - 9.30			A	17.4	.1	27	1573	1542	221	167	51	553	158	294	276	264	219	779	260	477	429	358	254	87	27^	124	79
	9.30 - 10.00			A	19.6	.0	30	1772	1511	208	167	50	496	155	285	258	234	182	828	290	519	479	383	255	94	29	93	62
	10.00 - 10.30			A	19.8	.0	31	1790	1499	203	164	58	482	157	282	254	228	171	836	287	521	487	396	261	93	28	88	59
	10.30 - 11.00			A	17.8	.1	29	1609	1513	209	167	55	495	165	294	259	234	177	849	293	535	479	403	265	86	24^	82	57
	11.00 - 11.30			A	17.2	.1	32	1555	1527	200	157	53	500	155	293	264	247	181	877	315	566	511	411	262	78	20^	72	51
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. VCR AVG. AUD. RECD SH AUD. % % % 0.000				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
										TOTAL WORKING PERS WOMEN LOH 18-49 18- W/CH				W O M E N 18- 18- 25- 35- TOTAL 34 49 54 64 55+					M E N 18- 18- 25- 35- TOTAL 34 49 54 64 55+					T E E N S TOT. FEM. 12- 12- 17 17		CHILDREN TOT. TOT. 2- 6- 11 11		
										(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-
EVENING CONT'D																												
60 MINUTES-CONT'D 7.30 - 8.00 A 19.4 .1 32 1754 1524 269 182 40 794 139 316 341 373 409 656 151 294 326 325 294 22^ 12^ 52 29																												
SONNY SPOON PREVIEW(S) FRI 10.00P 60 NBC 209 99 PD A 11.3 .3 21 1022 1531 340 275 88 812 262 502 469 422 239 454 148 277 281 242 134 97 48 169 111																												
10.00 - 10.30 A 11.5 .2 21 1040 1534 351 281 91 829 269 512 478 427 245 441 139 261 271 239 137 89 45 175 119																												
10.30 - 11.00 A 11.0 .3 21 994 1542 331 271 86 801 258 497 465 421 234 473 160 296 294 248 132 105 51 163 103																												
SPORTSBREAK-SAT SAT 9.58P 1 CBS 3 3 B 7.1 .2 13 642 1650 323 258 103 822 241 436 378 374 343 626 209 393 372 305 191 65^ 23^ 137 71^																												
208 98 SN 3 C 6.4 .1 12 579 1567 298 229 73 754 205 398 372 365 306 586 178 338 318 281 205 74 30 152 91																												
6.4 .1 12 579 1567 298 229 73 754 205 398 372 365 306 586 178 338 318 281 205 74 30 152 91																												
SPORTSBREAK-SUN SUN 10.07P 1 CBS 2 2 B 17.1 .4 27 1546 1470 349 242 50 908 198 441 454 475 402 453 129 265 272 238 155 41 22^ 69 40																												
214 99 SN 2 C 17.3 .5 28 1559 1536 330 246 62 848 221 443 430 415 352 550 172 335 322 279 180 56 25 82 48																												
17.3 .5 28 1559 1536 330 246 62 848 221 443 430 415 352 550 172 335 322 279 180 56 25 82 48																												
SUMMER OLYMPICS REVIEW(S) TUE 8.00P 180 NBC 215 99 SE A 8.7 .4 14 786 1485 287 241 105 726 249 480 444 333 206 503 213 368 338 225 100 115 40^ 142 80																												
8.00 - 8.30 A 9.3 .4 15 841 1527 286 242 89 756 240 460 413 347 257 461 169 307 293 225 113 108 48^ 202 120																												
8.30 - 9.00 A 9.8 .4 15 886 1513 287 241 121 752 275 493 438 329 219 466 184 331 307 219 103 109 51^ 186 116																												
9.00 - 9.30 A 8.3 .4 13 750 1515 303 257 122 745 279 507 472 323 201 495 217 362 335 208 96 134 47^ 141 79																												
9.30 - 10.00 A 7.7 .4 12 696 1449 290 245 102 707 238 475 457 326 188 509 224 374 340 217 96 129 36^ 104 54^																												
10.00 - 10.30 A 8.5 .4 14 768 1441 274 230 102 681 230 470 446 331 173 548 243 418 389 245 94 107 27^ 104 51^																												
10.30 - 11.00 A 8.6 .5 14 777 1454 281 232 92 704 227 475 446 343 191 547 253 423 374 234 92 107 28^ 96 46^																												
SUPER BLOOPERS & JOKES(S) SUN 8.42P 60 NBC 207 98 CV A 14.9 .1 22 1347 1713 339 277 99 749 277 515 468 357 197 544 217 389 383 271 116 160 80 261 165																												
8.30 - 9.00 A 12.6 .2 19 1139 1733 315 261 106 717 283 515 458 334 176 518 225 392 385 253 89 173 91 325 200																												
9.00 - 9.30 A 15.7 .1 24 1419 1707 346 283 97 755 272 516 472 366 200 546 213 384 377 275 123 162 79 245 157																												
9.30 - 10.00 A 16.5 .3 25 1492 1690 344 277 93 765 280 509 467 358 210 562 217 395 390 282 128 139 71 223 145																												
TONIGHT SHOW 26TH ANNIV.(S) THU 9.30P 90 NBC 207 99 GV A 18.1 .5 30 1636 1507 316 251 88 769 284 467 450 330 248 561 247 402 372 251 118 88 38 89 50																												
9.30 - 10.00 A 17.8 .4 28 1609 1513 330 257 90 766 293 466 443 315 245 544 242 392 366 237 112 94 43 108 64																												
10.00 - 10.30 A 18.3 .4 30 1654 1519 310 245 92 773 288 471 456 331 248 566 251 409 375 254 119 91 39 88 51																												
10.30 - 11.00 A 18.1 .4 31 1636 1496 311 252 85 772 271 468 452 347 253 572 249 406 378 263 123 80 31 72 35																												
TRACEY ULLMAN SHOW(R) SUN 9.30P 30 FOX 4 4 B 3.5 .1 5 316 1535 274 265 112^ 578 360 464 323 146^ 109^ 516 317 456 332 163 60^ 244 130^ 198 125^																												
128 88 CS 13 C 4.2 .1 6 377 1575 294 265 113 644 361 518 392 227 108 544 337 468 353 176 62 178 94 209 131																												
4.3 .1 7 389 1557 300 281 111 649 341 487 376 228 132 543 329 476 351 182 55 189 96 216 138																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET OF	NO. OF T/C		AVG. AUD. %	VCR RECD %	SH %	AVG. AUD. 0,000	TOTAL WORKING PERS				WOMEN					MEN					TEENS		CHILDREN				
										18- (2+)	18- 18+	49	18-49 W/CH <3	18- TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	18- TOTAL	18- 34	18- 49	25- 54	35- 64	35- 55+	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11	
EVENING CONT'D																														
20/20 SPECIAL(S,R)					A	9.5	.1	18	859	1547	271	188	72	792	199	370	375	356	362	624	188	334	330	270	254	46^	22^	86	47^	
FRI 10.00P 60 ABC																														
217 99 DN					A	9.6	.2	17	868	1540	268	189	75	771	202	367	366	341	349	617	191	329	318	252	254	48^	20^	104	58	
10.00 - 10.30					A	9.5	.1	18	859	1539	272	185	67	804	195	370	381	367	371	624	184	336	338	286	251	44^	25^	67	35^	
10.30 - 11.00																														
21 JUMP STREET(R)					A	6.1	.1	10	551	1583	283	254	88	649	328	494	401	273	115	447	252	345	245	164	78^	244	157	243	165	
SUN 7.00P 60 FOX					B	5.7	.1	10	513	1620	345	309	99	700	354	547	409	286	122	480	261	377	280	183	77	214	120	226	141	
132 88 OP 56					C	5.4	.0	10	488	1717	354	305	88	689	334	533	417	303	122	536	297	438	321	210	74	241	132	230	148	
7.00 - 7.30					A	5.6	.1	10	506	1573	265	235	90^	640	323	480	396	265	119	435	249	338	238	156	78^	244	154	254	161	
7.30 - 8.00					A	6.6	.1	11	597	1591	297	270	86	656	332	505	405	279	111	458	255	350	250	170	78	243	159	234	168	
227 SAT 8.00P 30 NBC					A	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142	
211 98 CS 1					B	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142	
					C	14.7	.2	27	1329	1609	302	234	69	850	220	443	419	395	361	391	105	214	209	202	146	150	91	218	142	
UNSOLVED MYSTRIES PREVIEW(S)					A	14.9	.1	25	1347	1554	308	252	61	812	227	473	468	413	278	586	197	368	356	312	168	86	37	70	48	
WED 10.07P 60 NBC																														
211 99 SM																														
10.00 - 10.30					A	13.8	.2	23	1248	1547	307	251	53	805	216	453	453	406	292	598	192	371	365	328	174	78	30^	66	46	
10.30 - 11.00					A	15.4	.1	26	1392	1555	315	260	65	817	236	490	481	418	265	576	200	369	353	305	159	91	41	71	50	
11.00 - 11.30					A	16.6	.0	30	1501	1546	279	218	66	803	219	452	450	404	288	585	195	351	337	295	185	84	38	73	48	
WEST 57TH					A	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^	
SAT 10.00P 60 CBS					B	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^	
211 99 DN 1					C	9.0	.1	17	814	1498	283	220	81	750	210	390	369	350	311	617	197	389	388	322	179	57^	27^	75	49^	
10.00 - 10.30					A	9.0	.1	17	814	1520	279	220	87	759	216	390	368	348	317	611	193	381	382	319	180	58	27^	92	58	
10.30 - 11.00					A	9.0	.1	17	814	1477	286	221	75	741	203	391	370	352	305	622	201	396	395	325	179	55^	27^	58	41^	
WISEGUY(R)					A	7.4	.2	13	669	1444	292	237	56^	772	217	429	394	372	300	525	178	302	292	242	181	54^	24^	93	64^	
WED 10.08P 60 CBS					B	9.3	.2	16	836	1465	296	229	59	769	219	422	403	366	286	557	186	317	310	260	195	71	30	68	37	
212 99 OP 15					C	10.6	.2	20	958	1531	285	221	70	770	227	426	403	366	282	591	204	344	332	280	196	87	37	106	69	
10.00 - 10.30					A	6.5	.2	11	588	1450	298	239	48^	756	198	404	382	366	304	533	166	311	303	270	172	46^	16^	115	79^	
10.30 - 11.00					A	7.6	.2	14	687	1443	299	246	57^	778	228	451	408	379	288	516	187	305	292	230	172	59^	28^	89	63^	
11.00 - 11.30					A	9.3	.2	18	841	1412	253	204	70	768	214	401	368	359	326	527	172	271	268	220	218	53^	27^	63	40^	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

10 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
DAY	TIME	DUR	NET OF #STNS CVG% TYPE T/C			AVG. AUD.	VCR REC'D %	AVG. SH %	AUD. 0,000	WORKING WOMEN					W O M E N					M E N					T E E N S			C H I L D R E N		
										18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11
EARLY EVENING NEWS																														
ABC WORLD NEWS TONIGHT					A	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21	
MON-FRI 6.30P 30 ABC					5 B	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21	
205 94 N					5 C	9.9	.0	21	895	219	151	753	151	285	304	331	406	562	122	240	256	276	270	21	16^	14^	24	15^	21	
ABC WORLD NEWS TONIGHT-SUN					A	5.4	.0	11	488	249	187	796	138	298	342	364	435	673	120	281	334	344	312	25^	30^	18^	29^	20^	22^	
SUN 6.30P 30 ABC					3 B	6.2	.0	12	563	244	175	781	132	279	300	347	444	610	101	228	266	317	313	23^	17^	16^	27^	16^	29	
152 81 N					49 C	6.2	.1	13	560	230	159	733	133	275	289	339	406	618	144	289	307	316	285	33	28	29	31	26	29	
CBS EVENING NEWS-RATHER					A	10.2	.1	20	924	224	147	770	124	277	298	340	437	549	100	220	220	258	294	18^	15^	15^	41	16^	22	
MON-FRI 6.30P 30 CBS					15 B	10.1	.0	20	909	217	144	765	119	269	279	332	448	549	94	202	212	254	308	19	15	16	35	14	20	
211 98 N					15 C	10.1	.0	20	909	217	144	765	119	269	279	332	448	549	94	202	212	254	308	19	15	16	35	14	20	
CBS EVENING NEWS-SUNDAY					A	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18^	11^	14^	27^	23^	13^	
SUN 6.00P 30 CBS					1 B	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18^	11^	14^	27^	23^	13^	
162 83 N					1 C	5.9	.0	12	533	215	114	742	120	222	254	276	465	616	129	239	225	248	351	18^	11^	14^	27^	23^	13^	
CBS SAT. NEWS-SCHIEFFER					A	6.1	.0	14	551	204	127	759	88	218	242	284	502	650	139	265	243	293	366	30^	3^	14^	19^	19^	7^	
SAT 6.30P 30 CBS					3 B	7.0	.0	15	630	182	117	769	88	194	213	269	535	614	88	177	181	259	407	25	16^	19^	19^	12^	9^	
162 92 N					3 C	7.0	.0	15	630	182	117	769	88	194	213	269	535	614	88	177	181	259	407	25	16^	19^	19^	12^	9^	
NBC NIGHTLY NEWS					A	9.6	.0	20	864	203	146	744	127	261	279	326	425	547	121	219	237	248	274	26	24	22	23	14^	16^	
MON-FRI 6.30P 30 NBC					10 B	9.6	.0	20	865	207	148	727	130	272	290	327	395	560	124	246	262	268	261	26	22	22	26	14^	16	
205 97 N					10 C	9.6	.0	20	865	207	148	727	130	272	290	327	395	560	124	246	262	268	261	26	22	22	26	14^	16	
NBC NIGHTLY NEWS-SAT.					A	7.4	.0	17	669	204	145	747	126	263	274	310	428	553	137	267	250	253	259	21^	8^	12^	27^	16^	5^	
SAT 6.30P 30 NBC					1 B	7.4	.0	17	669	204	145	747	126	263	274	310	428	553	137	267	250	253	259	21^	8^	12^	27^	16^	5^	
174 92 N					43 C	7.3	.0	16	660	177	115	750	108	215	245	282	475	627	128	245	253	263	336	26	21	26	30	21	20	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET OF	NO. OF T/C		AVG. AUD. %	VCR RECD %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S			
										PERS (2+)	18+ 18-	25- 49	54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	MALE FEM.		
LATE FRINGE																													
ABC NEWS:NIGHTLINE					A	5.2	.1	14	470	1413	246	196	203	48^	767	182	356	343	400	375	29^	546	149	318	301	337	326	22^	12^
FRI 11.30P 30 ABC 13 B					B	5.2	.1	14	468	1390	231	180	167	81	704	202	346	320	365	317	66	583	194	349	323	361	339	28	15^
208 97 N 208 C					C	5.3	.0	16	479	1409	260	186	191	67	721	177	358	338	399	349	63	582	176	326	297	363	338	25	22
ABC NEWS:NIGHTLINE-MON.					A	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9^	<<
MON 1.00A 30 ABC 1 B					B	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9^	<<
215 98 N 1 C					C	3.3	.1	17	298	1319	210	188	170	76^	548	155^	329	318	330	265	110^	708	290	504	469	539	469	9^	<<
ABC NEWS:NIGHTLINE-TUE.(B)					A	2.9	.0	12	262	1315	195	145^	149^	60^	638	133^	262	244	311	269	54^	616	199	314	297	326	304	26^	<<
TUE 11.51P 60 ABC 203 97 N																													
11.30 - 12.00					A	4.1	.0	13	371	1347	200	146	145	66^	625	166	267	240	314	275	62^	685	246	384	356	391	363	19^	<<
12.00 - 12.30					A	2.9	.0	12	262	1329	199	148^	154^	59^	655	124^	255	237	305	264	54^	619	196	309	294	320	296	24^	<<
12.30 - 1.00					A	2.3	.0	11	208	1315	193^	146^	149^	58^	639	128^	283	270	330	286	50^	580	177^	282	269	299	284	35^	<<
ABC NEWS:NIGHTLINE-WED.(B)					A	2.8	.1	19	253	1325	250	196	186	75^	580	152^	305	292	332	270	72^	667	277	449	429	470	418	21^	19^
WED 1.58A 32 ABC 192 95 N																													
1.30 - 2.00					A	3.1	.0	19	280	1329	240	194	195	56^	576	153^	299	299	333	277	64^	670	275	446	436	485	431	23^	22^
2.00 - 2.30					A	2.7	.0	18	244	1364	258	202	191	79^	598	156^	314	300	342	277	75^	687	286	462	442	483	429	21^	20^
ABC NEWS:NIGHTLINE-THU.(B)					A	3.3	.0	14	298	1251	162	117^	108^	47^	608	123^	236	236	267	221	39^	599	147^	308	296	358	339	8^	8^
THU 12.16A 30 ABC 215 98 N																													
12.00 - 12.30					A	3.5	.0	14	316	1297	176	125^	119^	45^	633	125^	237	236	271	227	35^	614	139^	309	298	359	342	8^	8^
12.30 - 1.00					A	3.1	.0	14	280	1216	149^	110^	98^	48^	589	121^	237	237	265	216	42^	589	156^	309	296	360	340	8^	9^
ABC WEEKEND REPORT-SAT.					A	1.7	.1	6	154	1516	194^	155^	163^	87^	646	158^	370	370	453	412	72^	723	258^	467	443	494	445	<<	46^
SAT 12.12A 15 ABC 4 B					B	1.8	.1	5	163	1449	208	167	154	106	667	205	378	348	389	327	86	604	233	395	368	394	354	35^	35^
119 72 N 54 C					C	2.0	.1	6	181	1416	267	219	220	79	672	188	360	358	430	375	69	514	186	320	320	385	335	22^	38^
ABC WEEKEND REPORT-SUN.					A	1.2	.0	13	108	1431	341^	302^	319^	78^	635	305^	452	393^	412^	393^	164^	623	295^	498	498	576	453	63^	<<
SUN 1.30A 15 ABC 4 B					B	1.7	.1	9	154	1429	315	253	245	138	738	272	455	386	455	406	82	531	210	406	385	416	384	45^	25^
150 79 N 54 C					C	2.1	.0	9	190	1349	254	209	225	66	689	197	374	370	441	385	75	578	213	396	361	428	399	32^	31^
CAMPAIGN '88:VP ANALYSIS(S)					A	4.6	.0	14	416	1312	236	175	190	54^	727	181	342	326	377	342	48^	521	157	265	245	293	271	13^	11^
WED 11.38P 30 CBS 171 87 P																													
11.30 - 12.00					A	4.7	.0	13	425	1321	235	177	191	59^	732	188	345	327	377	341	47^	523	152	256	235	288	267	12^	12^
12.00 - 12.30					A	4.2	.0	14	380	1323	245	174	193	42^	732	167	343	333	388	356	53^	531	178	301	284	318	291	15^	6^
CBS LATE NIGHT I					A	3.1	.0	12	279	1334	261	184	175	86	730	211	361	333	398	354	69	492	177	301	287	322	277	25^	28^
MON 12.00M 65 CBS 15 B					B	3.1	.0	12	284	1335	271	209	201	97	739	240	411	373	435	389	73	491	179	305	285	317	277	27^	25^
158 78 FF 15 C					C	3.1	.0	12	284	1335	271	209	201	97	739	240	411	373	435	389	73	491	179	305	285	317	277	27^	25^
TUE 11.30P 65																													
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET OF #STNS CVG% TYPE T/C		AVG. AUD.	VCR RECD %	AVG. SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N					M E N					T E E N S					
										18- 18+	25- 49	54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	MALE 12- 17	FEM. 12- 17			
LATE FRINGE CONT'D																													
CBS LATE NIGHT I-CONT'D																													
WED	12.08A	65																											
THU	11.30P	66																											
FRI	11.30P	63																											
	11.30 - 12.00			A	3.6	.0	11	325	1343	254	178	168	88	725	219	364	341	405	354	74	489	172	300	289	320	271	28^	31^	
	12.00 - 12.30			A	3.0	.0	12	270	1344	272	195	185	88	734	215	369	344	407	360	71	497	183	310	295	331	284	25^	31^	
	12.30 - 1.00			A	2.7	.0	13	247	1327	259	180	175	80	742	200	354	314	383	354	59^	494	174	292	276	316	279	22^	22^	
	1.00 - 1.30			A	2.5	.0	13	223	1313	233	162	138	86^	730	187	322	285	356	320	57^	499	176	301	273	304	277	17^	21^	
CBS LATE NIGHT II																													
MON	1.05A	58	CBS	15	B	2.1	.0	12	190	1346	290	214	183	121	704	245	389	344	394	339	86^	527	208	369	340	376	329	29^	32^
	158	78	FF	15	C	2.1	.0	12	193	1316	283	221	212	104	709	256	424	379	434	389	84	495	195	331	305	338	296	36^	27^
	12.35A	58																											
TUE	1.13A	48																											
WED	1.13A	48																											
THU	12.36A	50																											
FRI	12.33A	46																											
	12.30 - 1.00			A	2.6	.1	13	233	1343	270	190	169	109	708	224	364	327	377	327	81	511	188	352	326	359	319	32^	42^	
	1.00 - 1.30			A	2.1	.1	13	190	1313	290	221	187	121	698	252	397	350	399	341	85^	529	202	367	337	369	320	27^	29^	
	1.30 - 2.00			A	1.6	.0	12	149	1321	306	233	190	129	682	254	400	345	396	338	91^	529	246	391	357	407	352	26^	21^	
	2.00 - 2.30			A	1.6	.0	14	147	1236	299	220	183	136^	623	243	365	307	364	302	79^	501	249	370	348	405	348	21^	20^	
CBS NEWS NIGHTWATCH 1																													
THU&SUN	2.00A	30	CBS	12	B	0.9	.0	8	77	1227	346	240^	282^	68^	780	168^	412	380	484	448	70^	365	120^	163^	142^	161^	146^	34^	<<
	48	52	N	12	C	0.8	.0	7	72	1196	254	181^	201	75^	669	172^	360	323	389	361	79^	436	141^	218	194	239	198	18^	11^
CBS NEWS NIGHTWATCH-1(B)																													
TUE	2.00A	30	CBS		A	0.5	.0	5	45	1358	490^	326^	381^	44^	797^	245^	435^	391^	493^	493^	110^	557^	279^	374^	265^	265^	265^	<<	<<
	45	40	N																										
CBS NEWS NIGHTWATCH-2																													
MTTHSU	2.30A	30	CBS	15	B	0.8	.0	10	75	1193	287	187^	215^	62^	656	191^	342	323	409	373	102^	455	188^	268	238^	271	222^	36^	LT
	64	62	N	15	C	0.8	.0	9	74	1182	267	194	208	83^	657	215	380	352	415	366	93^	449	171	259	234	274	221	24^	8^
WED	2.38A	22																											
CBS NEWS NIGHTWATCH-3																													
MON-THU	3.00A	150	CBS	15	B	0.7	.0	13	67	1053	266^	174^	188^	39^	584	166^	318	312	356	330	79^	406	208^	265^	224^	241^	206^	15^	<<
	80	74	N	15	C	0.8	.0	13	70	1101	260	182	192	74^	648	199	367	349	393	342	62^	386	164^	227	206	241	208	13^	<<
SUN	3.00A	180																											
	3.00 - 3.30			A	0.8	.0	9	69	1161	258^	171^	195^	53^	622	190^	333	323	396	360	110^	464	217^	300	255^	276	221^	24^	<<	
	3.30 - 4.00			A	0.8	.0	12	71	1061	259^	176^	191^	43^	584	179^	337	330	388	359	82^	407	213^	260^	222^	242^	204^	21^	<<	
	4.00 - 4.30			A	0.8	.0	13	69	1071	269^	183^	192^	41^	601	177^	348	340	378	351	82^	403	223^	270	229^	246^	205^	16^	<<	
	4.30 - 5.00			A	0.7	.0	14	65	1035	282^	188^	196^	39^	579	170^	324	316	343	320	76^	395	209^	266^	222^	237^	204^	15^	<<	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME DAY TIME DUR NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES AVG. VCR AVG. AUD. RECD SH AUD. % % % 0.000				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
										TOTAL WORKING WOMEN				W O M E N					M E N					T E E N S									
										PERS	18- 25-		15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-							
										(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE CONT'D																																	
G MICHAELS SPORTS MACHINE-CONT'D																																	
93 57 SC 54 C										1.9	.0	6	172	1491	281	231	231	93	598	198	413	377	417	365	187	738	353	539	491	540	441	59	34
LAROCHE-POLITICAL(S)										3.3	.0	9	298	1351	299	221	221	61^	783	183	362	332	405	383	38^	485	146^	240	237	272	247	21^	10^
MON 11.30P 30 CBS																																	
168 82 P																																	
LATE NIGHT AT 11:30PM(S)										5.8	.2	20	524	1365	309	268	259	72^	680	259	431	418	460	430	143	554	271	409	386	412	330	49^	41^
THU 11.30P 60 NBC																																	
210 99 GV										6.8	.2	20	615	1362	311	261	254	73^	687	253	428	416	461	429	131	550	261	393	371	400	320	38^	41^
11.30 12.00										4.9	.3	20	443	1343	300	270	260	68^	655	261	426	412	450	423	157	548	279	422	400	420	337	64^	39^
12.00 - 12.30																																	
LATER WITH BOB COSTAS										1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16^
MTW 1.30A 30 NBC										1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16^
157 88 GV										1.5	.1	12	138	1155	281	237	253	41^	652	217	398	388	432	410	150	402	235	320	269	302	232	39^	16^
WED 1.55A 30																																	
1.30 - 2.00										1.5	.1	12	139	1159	288	246	262	32^	649	227	407	394	436	423	149	421	247	330	281	317	245	36^	15^
2.00 - 2.30										1.5	.0	13	136	1123	250^	199^	212^	72^	653	174^	360	358	409	356	151^	324^	186^	275^	217^	238^	176^	49^	17^
LATE SHOW FOX										1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
MTW 11.30P 60 FOX										1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
105 76 GV										1.1	.0	5	102	1314	349	297	246	172	672	347	523	488	507	385	98^	510	297	427	412	425	371	45^	28^
11.30 - 12.00										1.2	.1	4	108	1349	357	308	264	178	694	348	540	500	523	404	106^	508	289	426	415	426	370	55^	28^
12.00 - 12.30										1.1	.0	5	97	1245	332	278	220	162	633	339	492	463	477	356	88^	500	299	417	398	413	365	33^	27^
SATURDAY NIGHT										8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
SAT 11.30P 80 NBC										8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
208 99 GV										8.1	.3	23	732	1447	300	256	237	129	655	284	464	430	461	399	144	564	281	462	419	433	384	71	82
11.30 - 12.00										9.1	.2	23	823	1491	317	274	257	110	684	263	476	447	476	424	128	580	260	455	413	431	387	63	79
12.00 - 12.30										7.8	.2	23	705	1447	296	253	231	136	647	298	469	432	460	394	152	567	295	478	437	447	397	78	80
12.30 - 1.00										6.9	.3	24	624	1393	278	232	211	158	625	309	443	405	442	365	165	538	306	462	411	420	366	74^	91
TONIGHT SHOW										4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
MTW 11.30P 60 NBC										4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
208 99 GV										4.8	.1	15	429	1339	279	218	216	69	736	189	410	386	428	392	92	510	195	332	300	328	286	31	20^
WED 11.55P 60																																	
11.30 - 12.00										5.5	.1	15	493	1383	294	230	227	73	751	178	426	403	449	410	92	520	196	329	300	328	284	34	24
12.00 - 12.30										4.4	.1	16	400	1303	266	206	205	65	724	191	394	372	412	378	92	504	192	332	299	328	289	28^	14^
12.30 - 1.00										3.8	.1	16	344	1243	254	205	205	69^	694	230	390	358	386	360	91^	465	203	329	293	305	264	30^	25^
VICE PRES. DEBATE ANALYSIS(S)										6.8	.0	19	615	1363	229	163	176	54^	754	171	360	332	397	376	77	532	167	319	303	338	293	19^	14^
WED 11.37P 18 NBC																																	
206 99 P																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET #STNS CVG%	NO. OF T/C		AVG. AUD. %	VCR RECORD %	AVG. SM %	AVG. 0.000	LOH			W O M E N					M E N					T E E N S		C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										18-49		WORKING	18- 25- 35- 45+					18- 18- 25- 35- 45+					MALE	FEM.	MALE	FEM.	TOTAL																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
										W/CH	18- 49	18- 25- 35- 45+	18- 18- 25- 35- 45+	18- 18- 25- 35- 45+	12- 12- 17	12- 12- 17	2- 2- 6	2- 2- 6	8-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

47 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N		
DAY	TIME	DUR	NO. NET OF		Avg. Aud.	YCR %	3M %	Avg. 0,000	18-49 W/CH	18-49 WOMEN	15-24	TOTAL	18-34	18-49	25-49	25-54	35-54	55+	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-11	FEM. 2-11	TOT. 2-6	TOT. 6-11		
MONDAY-FRIDAY DAYTIME																													
ABC SPECIAL REPORT-12:22P(S)				A	5.9	.2	20	533	82^	214	189	93	808	250	435	351	421	336	303	335	173		3v	17v	13v	17v	43^	45^	15v
MON 12.22P 29 ABC																													
216 99 N																													
12.00 - 12.30				A	5.3	.2	18	479	99	219	198	100	837	259	460	376	440	353	313	312	184	<<	26^	16v	13v	53^	48^	18v	
12.30 - 1.00				A	6.1	.2	20	551	76^	213	187	91	802	248	428	345	417	332	301	344	170	4v	14v	12v	18v	40^	44^	14v	
ALL MY CHILDREN				A	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28	
MTWTF 1.00P 60 ABC				B	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28	
222 99 DD				C	6.7	.8	24	608	157	238	205	156	849	372	597	462	503	354	211	247	72	12^	34	26	32	56	60	28	
1.00 - 1.30				A	6.4	.8	23	579	154	238	206	154	844	367	591	457	493	348	217	252	71	12^	34	26	33	60	64	28	
1.30 - 2.00				A	7.1	.9	26	642	158	236	203	156	848	375	599	464	509	357	204	241	73	12^	34	26	31	52	56	27	
AMERICAN TREASURY				A	4.6	.3	16	419	115	191	143	163	884	291	448	311	371	349	376	228	95	20^	38	37	25^	59	49	35^	
MAF 3.58P 1 CBS				B	4.5	.3	15	408	114	196	151	144	878	276	445	318	371	346	380	240	113	18^	31^	26^	31^	53	49	35	
203 94 DO				C	4.5	.3	15	408	114	196	151	144	878	276	445	318	371	346	380	240	113	18^	31^	26^	31^	53	49	35	
AMER. LEAGUE CHAMP-PRE-1(S)				A	4.7	.6	18	425	91^	177	128	85^	715	231	391	313	350	275	287	407	228	23v	8v	17v	36^	31^	55^	11v	
WED 1.00P 13 ABC																													
219 99 SC																													
AMER. LEAGUE CHAMP GM-1(S)																													
WED 1.13P 162 ABC				A	6.3	.5	23	570	32^	122		32^	479	88	177	150	186	199	267	663	373	18v	7v	15v	35^	11v	25^	22^	
219 99 SE																													
OAKLAND VS BOSTON																													
1.00 - 1.30				A	4.7	.6	18	425	36^	159	121	52^	575	130	260	215	247	223	282	583	332	21v	6v	13v	32^	15v	39^	9v	
1.30 - 2.00				A	5.4	.6	20	488	31^	145	101	53^	525	124	224	177	213	201	265	657	358	17v	8v	12v	26^	16v	34^	8v	
2.00 - 2.30				A	6.1	.3	23	551	29^	144	100	37^	489	89	196	166	199	216	261	668	368	18v	7v	12v	31^	14v	31^	14v	
2.30 - 3.00				A	6.0	.3	22	542	26^	115	81^	22^	459	80^	162	141	172	188	266	687	395	18v	4v	10v	37^	15v	29^	23^	
3.00 - 3.30				A	7.2	.5	25	651	39^	94	59^	23^	458	76	155	136	170	188	269	668	386	14v	8v	17v	40^	6v	18v	29^	
3.30 - 4.00				A	7.9	.6	26	714	29^	106	65^	21^	441	60^	128	112	157	195	267	675	377	23^	8v	23^	42^	4v	11v	35^	
ANOTHER WORLD				A	4.4	.4	16	400	96	164	141	145	874	280	475	345	398	363	347	207	87	15^	28^	29^	41^	38^	53	26^	
MON-FRI 2.00P 60 NBC				B	4.4	.4	16	398	92	161	137	136	858	268	464	349	401	353	341	236	93	13^	34^	32^	35	40	53	23^	
205 98 DD				C	4.4	.4	16	398	92	161	137	136	858	268	464	349	401	353	341	236	93	13^	34^	32^	35	40	53	23^	
2.00 - 2.30				A	4.5	.4	17	403	97	159	136	139	864	278	469	342	391	357	346	217	91	17^	24^	28^	43^	42^	58	27^	
2.30 - 3.00				A	4.4	.4	16	398	94	167	146	151	881	281	480	347	402	367	346	195	82	14^	32^	31^	39^	35^	48	25^	
AS THE WORLD TURNS				A	6.2	.4	23	562	114	171	136	129	925	277	446	329	386	364	421	247	118	11^	21^	18^	30^	34	47	17^	
MON-FRI 2.00P 60 CBS				B	6.3	.4	23	565	115	165	129	127	917	268	439	321	382	364	418	248	119	11^	17^	14^	33	39	55	17^	
214 99 DD				C	6.3	.4	23	565	115	165	129	127	917	268	439	321	382	364	418	248	119	11^	17^	14^	33	39	55	17^	
2.00 - 2.30				A	6.2	.4	23	562	110	174	136	131	925	278	447	326	382	362	423	249	121	9^	19^	15^	32^	30^	47	15^	
2.30 - 3.00				A	6.2	.4	23	562	117	168	135	127	925	276	446	331	390	365	419	246	114	13^	23^	21^	28^	37	46	18^	
BOLD AND THE BEAUTIFUL				A	5.5	.3	20	499	103	182	146	139	918	280	436	310	368	349	424	268	120	8v	16^	17^	38	23^	50	11^	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						Avg. Aud.	VCR Recd %	SN %	Avg. Q.000	LOH WORKING 18-49		W O M E N										M E N		T E E N S			C H I L D R E N			
DAY	TIME	DUR	NET OF	T/C		%	%	%	Q.000	W/CH	18-49	15-24	TOTAL	18-34	18-49	18-49	25-34	25-34	35-44	45-54	TOTAL	55+	MALE 12-17	FEM. 12-17	TOT. 15-17	MALE 2-6	FEM. 2-6	TOT. 5-11	TOT.	
MONDAY FRIDAY DAYTIME CONT'D																														
BOLD AND THE BEAUTIFUL-CONT'D																														
MON-FRI	1.30P	30	CBS	15	B	5.3	.2	19	482	104	172	137	127	901	264	423	304	363	345	419	270	123	10A	13A	12A	40	36	61	15A	
202	93	DD	15	C	5.3	.2	19	482	104	172	137	127	901	264	423	304	363	345	419	270	123	10A	13A	12A	40	36	61	15A		
CLASSIC CONCENTRATION																														
MON-FRI	10.30A	30	NBC	10	B	3.1	.0	15	277	69	138	101	54A	822	127	285	238	303	351	471	353	184	5V	11V	8V	36A	27A	48A	15V	
147	77	QG	10	C	2.9	.1	14	262	67	129	96	59	787	131	281	236	301	331	442	349	178	5V	24A	16A	36A	27A	48A	15A		
						2.9	.1	14	262	67	129	96	59	787	131	281	236	301	331	442	349	178	5V	24A	16A	36A	27A	48A	15A	
DAYS OF OUR LIVES																														
MON-FRI	1.00P	60	NBC	10	B	6.2	.8	22	557	94	152	130	158	827	264	448	315	364	339	330	243	107	16A	44	37	38	35	48	25A	
211	99	DD	10	C	6.0	.8	22	546	90	149	129	151	824	263	448	323	372	333	327	266	113	15A	40	36	34	38	49	23A		
	1.00 - 1.30				A	5.9	.9	22	537	88	150	129	153	823	251	434	305	353	334	341	254	112	16A	43	35	38	37	48	26A	
	1.30 - 2.00				A	6.4	.8	23	579	100	154	131	162	828	274	460	324	374	342	318	232	102	17A	45	39	38	33	47	23A	
FAMILY FEUD																														
MON-FRI	10.00A	30	CBS	15	B	2.7	.0	13	240	95	189	136	119	730	211	354	243	313	356	305	370	154	12V	17V	10V	49A	46A	69A	26A	
167	81	QP	15	C	2.7	.0	13	245	77	155	115	102	730	192	332	235	297	349	336	374	160	13A	11A	12A	47A	47A	67	26A		
						2.7	.0	13	245	77	155	115	102	730	192	332	235	297	349	336	374	160	13A	11A	12A	47A	47A	67	26A	
GENERAL HOSPITAL																														
MTWTF	3.00P	60	ABC	4	A	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24	
					B	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24	
223	99	DD	4	C	7.1	.5	25	642	126	211	172	168	853	344	534	410	480	339	249	231	92	21	65	54	21	36	34	24		
	3.00 - 3.30			A	7.0	.6	26	628	133	202	168	165	854	346	537	411	483	339	244	233	90	19	61	49	22	36	37	21		
	3.30 - 4.00			A	7.3	.5	25	655	120	219	177	170	853	342	532	408	477	338	253	229	94	22	70	59	21	35	30	26		
GROWING PAINS M-F																														
MON-FRI	11.00A	30	ABC	5	B	2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76A	24A	40A	29A	73A	69A	103	40A	
147	73	CS	5	C	2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76A	24A	40A	29A	73A	69A	103	40A		
						2.1	.1	10	193	136	223	184	158	715	318	484	350	405	292	177	253	76A	24A	40A	29A	73A	69A	103	40A	
GUIDING LIGHT																														
MON-FRI	3.00P	60	CBS	15	B	5.6	.3	20	508	109	194	156	147	922	282	461	332	386	376	408	226	108	17A	37	28A	23A	47	46	24A	
213	99	DD	15	C	5.5	.3	20	501	112	190	152	143	917	282	458	329	380	371	408	230	112	18A	34	21A	28	45	46	26		
	3.00 - 3.30			A	5.5	.3	20	501	112	190	152	143	917	282	458	329	380	371	408	230	112	18A	34	21A	28	45	46	26		
	3.30 - 4.00			A	5.6	.3	21	506	112	189	152	146	925	280	460	332	385	379	412	229	109	16A	35A	28A	22A	42	46	18A		
				A	5.6	.2	19	510	106	200	159	147	920	284	462	333	387	373	404	222	108	17A	39	28A	24A	52	45	31A		
HOME																														
MON-FRI	11.30A	30	ABC	5	B	2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9V	10V	10V	48A	27A	52A	24A	
171	85	IA	5	C	2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9V	10V	10V	48A	27A	52A	24A		
						2.5	.1	11	224	95	208	157	92	794	245	471	388	449	412	262	244	88	9V	10V	10V	48A	27A	52A	24A	
LOVING																														
MON	12.51P	9	ABC	5	B	3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6V	26A	11V	33A	58	74	17A	
172	86	DD	5	C	3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6V	26A	11V	33A	58	74	17A		
						3.6	.3	14	324	145	262	215	106	830	327	519	423	469	345	266	218	76	6V	26A	11V	33A	58	74	17A	
NEW CARD SHARKS																														
MON-FRI	10.30A	30	CBS	15	B	2.5	.0	12	224	93	191	147	103	712	188	343	243	294	362	318	390	210	11V	15V	8V	52A	47A	74A	25A	
152	72	QP	15	C	2.6	.0	12	236	78	152	120	96	733	180	320	227	274	343	365	368	202	12A	8V	11V	49A	41A	67	23A		
						2.6	.0	12	236	78	152	120	96	733	180	320	227	274	343	365	368	202	12A	8V	11V	49A	41A	67	23A	

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OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET OF	NO. OF	Avg. Aud.	VCR %	Avg. SH	Avg. Aud.	18-49	WOMEN	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	2-	2-	2-	6-				
#STNS	CVG%	TYPE	T/C		%	%	%	0.000	W/CH	18-49	24	TOTAL	34	49	49	54	64	55+		17	17	17	11	11	5	11			
MONDAY-FRIDAY DAYTIME CONT'D																													
NEWSBREAK-11.57					A	5.1	.1	23	465	91	158	125	108	793	197	355	249	287	341	400	375	215	10^	7^	10^	48	43	65	26^
MON-FRI 11.57A					B	5.1	.1	23	457	83	144	117	105	793	194	339	238	273	319	418	371	208	14^	11^	11^	50	46	67	28
186 88 N 14					C	5.1	.1	23	457	83	144	117	105	793	194	339	238	273	319	418	371	208	14^	11^	11^	50	46	67	28
NEWSBREAK-3.44					A	5.3	.3	19	481	111	207	163	148	933	286	464	335	392	379	412	234	116	14^	39	29^	26^	53	47	32^
MON 3.41P					B	5.2	.3	18	468	108	199	158	144	927	277	456	327	383	377	415	237	120	16^	37	22^	25^	45	42	28
205 97 N 15					C	5.2	.3	18	468	108	199	158	144	927	277	456	327	383	377	415	237	120	16^	37	22^	25^	45	42	28
TUE 3.45P																													
WED 3.43P																													
THU 3.36P																													
FRI 3.42P																													
ONE LIFE TO LIVE					A	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
MTWTF 2.00P					B	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
222 99 DD 4					C	6.8	.6	25	615	171	209	182	165	869	381	595	453	514	352	214	226	83	14^	37	29	30	45	50	25
2.00 - 2.30					A	6.8	.7	25	610	174	213	186	164	871	385	598	455	514	350	214	229	83	12^	33	25	34	46	53	27
2.30 - 3.00					A	6.9	.6	25	619	168	206	179	167	867	378	592	452	514	353	213	223	83	15^	41	33	26	44	47	23
PRICE IS RIGHT 1					A	4.5	.0	22	409	78	165	128	100	765	183	334	236	278	338	389	403	209	8^	9^	6^	43^	36^	60	19^
MON-FRI 11.00A					B	4.6	.0	22	419	76	148	119	105	752	185	322	222	256	319	395	393	199	14^	10^	12^	50	45	70	25^
213 97 AP 14					C	4.6	.0	22	419	76	148	119	105	752	185	322	222	256	319	395	393	199	14^	10^	12^	50	45	70	25^
PRICE IS RIGHT 2					A	5.8	.1	27	528	82	163	124	107	776	191	336	233	271	317	401	403	218	13^	10^	11^	47	40	65	23^
MON 11.30A					B	5.9	.0	27	529	75	147	119	102	772	189	327	230	264	302	410	398	213	14^	11^	12^	49	43	65	26
213 97 AP 14					C	5.9	.0	27	529	75	147	119	102	772	189	327	230	264	302	410	398	213	14^	11^	12^	49	43	65	26
11.30A 4																													
& 11.41A 19																													
TUE-FRI 11.30A 30																													
RYAN'S HOPE					A	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12^	32^	27^	45^	89^	92^	42^
MON-FRI 12.00N					B	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12^	32^	27^	45^	89^	92^	42^
149 75 DD 5					C	2.1	.2	9	186	117	213	174	131	830	383	529	417	468	314	250	308	80^	12^	32^	27^	45^	89^	92^	42^
SALE OF THE CENTURY					A	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9^	10^	8^	28^	23^	37^	14^
MON-FRI 10.00A					B	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9^	10^	8^	28^	23^	37^	14^
141 76 QG 5					C	2.7	.0	13	246	49^	147	113	28^	801	107	247	224	297	340	482	412	235	9^	10^	8^	28^	23^	37^	14^
SANTA BARBARA					A	4.1	.3	15	372	98	146	134	166	843	267	471	349	407	373	314	189	78	10^	68	52	41^	30^	46^	25^
MON-FRI 3.00P					B	4.1	.3	15	372	97	147	132	164	832	264	467	349	404	366	310	206	81	12^	66	55	38	32^	49	21^
199 97 DD 10					C	4.1	.3	15	372	97	147	132	164	832	264	467	349	404	366	310	206	81	12^	66	55	38	32^	49	21^
3.00 - 3.30					A	4.1	.2	15	367	101	149	137	160	847	267	479	358	417	380	309	186	77	12^	59	48^	42^	28^	49^	21^
3.30 - 4.00					A	4.2	.3	14	378	95	143	130	171	840	266	462	340	398	367	319	192	80	9^	78	56	40^	32^	43^	29^
SCRABBLE					A	3.6	.0	14	328	47^	134	98	81	796	146	297	223	276	333	445	367	200	17^	10^	20^	46^	22^	41^	27^
MON 12.43P					B	3.8	.1	15	339	52	127	95	70	777	150	305	241	298	324	415	382	197	15^	11^	17^	34^	28^	42	20^
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										1CH WORKING			WOMEN								MEN		TEENS			CHILDREN				
DAY	TIME	DUR	NET OF	NO.		AVG.	VCR	AVG.		18-49	WOMEN	15-	18-	18-	25-	25	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.				
#STNS	CVG%	TYPE	T/C			%	%	%	0,000	W/CH	18+	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-		
MONDAY-FRIDAY DAYTIME CONT'D																														
SCRABBLE-CONT'D																														
TUE-FRI 12.30P 30 QG 10 C 3.8 .1 15 339 52 127 95 70 777 150 305 241 298 324 415 382 197 15^ 11^ 17^ 34^ 28^ 42 20^																														
SUPER PASSWORD																														
MON 12.00N 21 NBC 10 B 2.7 .1 11 242 54^ 133 121 67^ 836 157 335 273 333 328 440 296 181 13v 9v 14v 45^ 26^ 49^ 21^																														
TUE-FRI 12.00N 30 QG 10 C 2.8 .1 12 253 49^ 121 105 68 803 152 314 253 312 298 431 325 183 9v 11^ 14^ 35^ 27^ 46^ 15^																														
WHEEL OF FORTUNE																														
MON-FRI 11.00A 30 NBC 10 B 4.0 .0 19 363 52 139 102 36^ 824 126 281 248 314 347 477 344 200 6v 10v 8v 23^ 26^ 29^ 20^																														
TUE-FRI 11.00A 30 QG 10 C 4.0 .0 19 366 59 137 98 54 804 137 286 240 309 330 449 343 191 5v 14^ 11^ 26^ 33^ 40 19^																														
WIN, LOSE OR DRAW																														
MON-FRI 11.30A 30 NBC 9 B 3.5 .1 16 316 83 153 129 58 807 165 353 302 360 369 396 290 136 17^ 19^ 20^ 39^ 34^ 49^ 25^																														
TUE-FRI 11.30A 30 QG 9 C 3.5 .1 16 318 82 150 121 84 812 181 369 293 354 363 381 292 134 14^ 14^ 16^ 37^ 38^ 54 21^																														
YOUNG AND THE RESTLESS																														
MON 12.48P 14 CBS 15 B 7.6 .5 30 686 115 179 147 138 884 286 462 338 385 365 374 259 121 12^ 17^ 21^ 52 33 67 17^																														
TUE-FRI 12.48P 14 DD 15 C 7.5 .5 29 678 118 178 152 137 889 292 466 337 388 349 372 256 122 13^ 12^ 15^ 48 46 73 22																														
YOUNG AND THE RESTLESS(B)																														
MON 12.30P 46 CBS 15 B 4.5 .2 16 407 121 148 130 133 909 309 454 322 376 333 402 272 138 10v 6v 12v 36^ 35^ 51^ 20v																														
TUE-FRI 12.30P 28 DD 15 C 4.1 .3 15 371 117^ 137 121^ 131 875 284 445 314 364 344 381 255 131 9v 3v 9v 40^ 42^ 60^ 23v																														
TUE-FRI 12.30P 28 DD 15 C 5.3 .3 18 479 121 157 135 132 919 328 449 322 378 309 413 284 141 11v 10v 16v 30^ 24^ 39^ 15v																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

50 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET OF		AVG. AUD. %	WCR %	SH %	AVG. 0000	TOT. PERS. (2+)	WOMEN		MEN		TEEN S					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

52 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD.	VCR RECORD %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		T E E N S					C H I L D R E N										
DAY	TIME	DUR	NET	OF T/C		%	%	%	0,000		15- 24	TOTAL	18- 49	15- 24	TOTAL	TOTAL 12- 17	MALE 12- 17	FEM. 12- 17	TOT. 12- 17	TOT. 15- 17	TOTAL 2- 11	MALE 2- 11	FEM. 2- 11	TOT. 2- 11	TOT. 6- 11	MALE 6- 11	FEM. 6- 11	TOT. 6- 11	TOT. 9- 11	
WEEKEND DAYTIME CHILDREN CONT'D																														
KISSYFUR					A	2.8	.0	18	253	1189	29 ^v	216	144 [^]	54 [^]	250	98 [^]	74 [^]	24 ^v	70 [^]	28 ^v	625	431	194	228	397	294	103 [^]	189	208	
SAT	8.00A	30	NBC	4	B	2.7	.0	18	242	1285	53	263	189	47 [^]	264	135	96	39 [^]	93	43 [^]	622	357	265	207	416	234	181	226	190	
	205	96	CA	5	C	2.7	.0	18	242	1267	54 [^]	257	187	49 [^]	257	133	89	44 [^]	90	43 [^]	619	356	263	212	408	227	181	210	198	
MIGHTY MOUSE					A	3.1	.1	10	280	1360	130 [^]	366	258	50 [^]	187	206	108 [^]	97 [^]	140 [^]	65 [^]	601	334	267	255	346	207	140 [^]	164 [^]	182	
SAT	12.00N	30	CBS	4	B	3.3	.1	11	294	1453	131	389	291	87	265	184	96	88	120	64	616	332	283	278	338	184	154	167	171	
	167	81	CA	4	C	3.3	.1	11	294	1453	131	389	291	87	265	184	96	88	120	64	616	332	283	278	338	184	154	167	171	
MISADVENTURES-ED GRIMLEY					A	4.7	.1	16	425	1438	124	338	251	74 [^]	178	214	93 [^]	121	145	69 [^]	708	314	394	335	373	146	227	226	147	
SAT	11.30A	30	NBC	4	B	4.0	.0	14	359	1408	124	356	258	63	227	190	86	104	126	64	634	296	338	294	340	144	196	197	143	
	200	95	CL	5	C	4.2	.1	14	378	1415	124	358	266	68	223	192	89	103	130	62	642	306	335	295	346	146	200	194	152	
MUPPET BABIES I					A	4.0	.0	16	362	1393	71 [^]	242	162	46 [^]	167	122 [^]	70 [^]	51 [^]	89 [^]	33 [^]	863	451	412	360	503	276	227	286	218	
SAT	9.00A	30	CBS	4	B	4.1	.0	16	366	1356	64	229	169	32	151	122	81	41	97	25 [^]	854	445	408	341	513	280	233	285	228	
	213	99	CA	4	C	4.1	.0	16	366	1356	64	229	169	32	151	122	81	41	97	25 [^]	854	445	408	341	513	280	233	285	228	
MUPPET BABIES II					A	5.0	.1	18	452	1417	85 [^]	299	226	24 ^v	136	108	49 [^]	59 [^]	78 [^]	30 [^]	874	450	425	384	490	267	223	284	206	
SAT	9.30A	30	CBS	4	B	5.0	.0	19	450	1403	72	287	223	28	143	114	60	54	82	32	859	418	441	373	486	244	243	275	211	
	213	99	CA	4	C	5.0	.0	19	450	1403	72	287	223	28	143	114	60	54	82	32	859	418	441	373	486	244	243	275	211	
PEE WEE'S PLAYHOUSE					A	5.8	.1	20	524	1393	98	316	246	34 [^]	148	121	59 [^]	62 [^]	85 [^]	37 [^]	808	409	399	374	434	233	201	263	171	
SAT	10.00A	30	CBS	4	B	6.0	.1	21	538	1452	101	315	258	35	166	131	61	70	87	44	840	399	441	384	456	225	231	263	193	
	215	99	CL	4	C	6.0	.1	21	538	1452	101	315	258	35	166	131	61	70	87	44	840	399	441	384	456	225	231	263	193	
PUP NAMED SCOOBY DOO					A	4.0	.1	14	362	1511	92 [^]	343	265	60 [^]	202	203	117 [^]	87 [^]	124 [^]	80 [^]	763	460	303	336	427	239	189	230	198	
SAT	10.30A	30	ABC	4	B	5.2	.1	18	466	1475	116	327	263	63	203	204	109	95	132	72	740	444	296	306	435	250	185	238	196	
	185	83	CA	5	C	5.4	.1	19	485	1479	123	323	259	61	193	199	104	95	130	69	764	456	308	311	453	261	193	242	211	
SLIMER & REAL GHOSTS. I					A	4.7	.0	17	425	1406	81 [^]	301	249	61 [^]	243	173	105 [^]	67 [^]	102 [^]	71 [^]	689	391	298	330	360	193	167	218	142	
SAT	9.30A	30	ABC	3	B	4.9	.1	19	443	1409	91	281	240	59	209	179	111	67	123	56	740	431	310	322	418	222	196	238	180	
	206	92	CA	4	C	5.2	.1	20	466	1425	92	274	228	51	192	172	107	65	122	50	786	454	332	340	447	236	211	243	204	
SLIMER & REAL GHOSTS. II(B)					A	5.1	.1	20	461	1388	101	343	291	62 [^]	243	179	101 [^]	79 [^]	103	76 [^]	623	351	272	297	326	177	150	196	131	
SAT	10.00A	30	ABC																											
	194	83	CA																											
SMURFS I					A	5.2	.1	21	470	1296	124	364	297	46 [^]	209	145	69 [^]	76 [^]	75 [^]	70 [^]	578	329	248	267	311	178	132	159	152	
SAT	9.00A	30	NBC	4	B	4.6	.1	20	411	1329	95	361	280	58	211	150	84	66	86	64	608	320	288	278	330	169	161	191	138	
	209	99	CA	5	C	4.5	.1	20	405	1317	94	350	273	57	205	146	83	63	85	60	617	327	290	275	341	175	166	201	141	
SMURFS II					A	5.9	.1	22	533	1391	142	373	318	45 [^]	217	178	84 [^]	93	115	63 [^]	623	316	308	265	358	180	178	185	173	
SAT	9.30A	30	NBC	4	B	5.4	.1	22	486	1371	119	377	297	55	230	161	84	77	100	62	603	319	284	264	339	175	164	190	149	
	210	99	CA	5	C	5.3	.1	22	481	1359	116	366	295	53	222	155	81	74	98	57	616	328	288	264	352	180	172	201	151	
SUPERMAN					A	3.8	.1	18	344	1470	56 [^]	284	206	53 [^]	207	138	107 [^]	32 ^v	104 [^]	34 [^]	839	471	368	310	529	296	233	300	229	
SAT	8.30A	30	CBS	4	B	3.6	.1	17	321	1372	72	260	195	52	200	145	104	41	103	42	768	444	324	295	473	291	182	264	209	
	208	97	CA	4	C	3.6	.1	17	321	1372	72	260	195	52	200	145	104	41	103	42	768	444	324	295	473	291	182	264	209	
2 HIP FOR TV I					A	2.5	.0	8	226	1442	91 [^]	352	216	121 [^]	257	237	111 [^]	126 [^]	167 [^]	70 [^]	597	264	333	293	303	97 [^]	207	191 [^]	113 [^]	
CONT'D																														

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

54 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME										K # Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET OF #STNS	CVG%	TYPE	T/C	R #	Y	AVG. AUD.		VCR REC'D	SH %	AVG. AUD.	TOT. PERS.	WOMEN		MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
															15- 24	TOTAL	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S		CHD TOT.
DAY	TIME	DUR	NET OF #STNS CVG% TYPE T/C	AVG. AUD. %		VCR RECORD %	SN %	AUD.	TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N				M E N											TOT. 12- 17	MALE 12- 17					
										TOTAL	49	21+	54	TOTAL	18- 24	18- 34	18- 49	21- 49	21- 54	25- 49	25- 54	35- 64	35- 55+								
WEEKEND DAYTIME SPORTS																															
ABC COLLEGE FTBALL GAME					A	5.8	.1	16	524	1396	140	494	220	468	182	746	64^	228	383	724	362	418	320	376	323	306	64^	44^	91		
SAT 4.10P 150 ABC					B	5.2	.0	14	470	1362	152	447	203	431	200	755	85	238	398	726	369	424	313	367	331	303	71	51	89		
214 99 SE					C	5.2	.0	15	474	1371	148	446	199	431	198	762	83	235	398	735	371	429	316	374	341	306	73	53	90		
WASH V ARZNA ST/OHIO ST V INDNA					A	7.3	.1	21	660	1493	163	534	247	508	215	782	90	260	415	747	379	438	325	384	334	308	76	60^	100		
4.00 - 4.30					A	5.8	.1	17	524	1418	127	500	224	473	182	759	71^	242	393	731	365	423	321	380	328	307	72^	51^	87^		
4.30 - 5.00					A	5.9	.1	17	533	1355	148	484	218	460	177	729	56^	218	373	717	361	419	318	375	317	298	61^	38^	81^		
5.00 - 5.30					A	5.4	.1	15	488	1352	147	496	221	473	183	693	44^	205	351	674	332	386	307	361	303	288	57^	32^	105		
5.30 - 6.00					A	5.5	.0	14	497	1343	117	449	193	423	162	749	57^	216	377	732	360	415	321	375	323	317	56^	40^	88^		
6.00 - 6.30					A	5.1	.1	12	461	1357	132	489	198	452	158	742	71^	204	382	725	364	415	310	361	326	309	54^	37^	72^		
6.30 - 7.00					A																										
ABC COLLEGE FOOTBALL-POST					A	4.9	.1	12	443	1345	135	508	208	465	152	733	65^	199	374	720	362	408	309	355	332	312	59^	36^	46^		
SAT 6.40P 20 ABC					B	5.0	.1	12	449	1351	141	500	196	468	159	730	78	220	384	712	366	405	306	345	321	308	59	41^	61		
213 99 SC					C	5.0	.1	12	453	1359	135	502	195	473	167	731	77	211	380	713	362	409	303	350	335	304	55	40	72		
AMER. LEAGUE CHAMP-PRE-4(S)					A	4.5	.0	11	407	1426	169	596	241	573	224	687	79^	183	306	666	285	356	227	298	278	310	54^	30^	88^		
SUN 2.30P 24 ABC																															
217 99 SC																															
AMER. LEAGUE CHAMP GM-4(S)					A	9.4	.1	22	850	1518	184	594	235	580	226	804	86	224	404	779	379	432	318	371	343	347	50^	28^	69		
SUN 2.54P 186 ABC																															
218 99 SE																															
BOSTON VS OAKLAND					A	5.0	.0	12	452	1460	172	603	228	591	217	714	74^	179	314	687	287	352	240	305	292	335	60^	39^	82^		
2.30 - 3.00					A	6.4	.0	15	579	1508	177	602	225	593	224	757	80^	200	350	730	323	374	270	321	306	356	62^	32^	88		
3.00 - 3.30					A	7.2	.0	17	651	1571	175	641	243	633	245	784	82	197	371	759	345	389	289	332	334	370	66^	35^	79		
3.30 - 4.00					A	8.3	.0	19	750	1523	167	611	216	594	208	811	82	196	380	788	357	398	298	340	352	390	43^	22^	58^		
4.00 - 4.30					A	10.4	.0	24	940	1532	181	603	229	584	211	826	96	231	417	801	392	442	321	371	345	359	40^	21^	64		
4.30 - 5.00					A	11.4	.0	26	1031	1518	199	598	247	583	232	815	90	241	430	793	408	464	340	396	349	329	39^	21^	66		
5.00 - 5.30					A	13.3	.0	29	1202	1516	200	556	247	545	239	831	84	256	445	805	419	485	361	428	366	319	59	40	71		
5.30 - 6.00					A																										
CBS COLLEGE FOOTBALL PRE					A	2.8	.0	8	253	1427	163^	523	329	479	265	495	18^	95^	264	493	261	281	245	265	255	212	136^	84^	273		
SAT 2.30P 9 CBS					B	3.0	.0	9	273	1398	165	465	281	440	235	590	74	190	372	560	342	380	298	335	280	180	141	87	202		
207 97 SC					C	3.0	.0	9	273	1398	165	465	281	440	235	590	74	190	372	560	342	380	298	335	280	180	141	87	202		
CBS COLLEGE FOOTBALL GAME					A	4.5	.0	13	407	1342	161	468	209	449	199	703	62^	192	387	677	361	402	325	366	350	276	83^	50^	88^		
SAT 2.39P 205 CBS					B	4.1	.1	12	371	1344	165	431	208	414	199	728	66	225	414	700	386	436	348	398	345	264	92	66	93		
215 99 SE					C	4.1	.1	12	371	1344	165	431	208	414	199	728	66	225	414	700	386	436	348	398	345	264	92	66	93		
OKLAHOMA VS TEXAS					A	2.9	.0	8	262	1407	162^	509	293	475	257	588	30^	112^	306	585	303	327	275	300	296	258	127^	83^	182		
2.30 - 3.00					A	3.5	.0	10	316	1399	153	506	263	483	245	684	78^	189	364	666	345	377	286	318	316	289	88^	50^	121^		
3.00 - 3.30					A	3.9	.0	11	353	1297	147	454	207	437	196	683	68^	183	348	660	325	359	280	314	328	300	81^	48^	79^		
3.30 - 4.00					A																										
CONT'D																															

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
DAY	TIME	DUR	NO. NET OF TYPE T/C	AVG. AUD. %		VCR RECD %	SH %	AVG. AUD. 6,000	TOT. WORK- PEAS WOM. (2+)	ING 18+	W O M E N				M E N										T E E N S		CHD TOT.							
											18- 49	21+ 54	TOTAL	18- 24	18- 34	18- 49	21+ 49	21- 54	25- 49	25- 54	35- 64	55+	TOT. 12-17	MALE 12-17	2-11									
WEEKEND DAYTIME SPORTS CONT'D																																		
CBS COLLEGE FOOTBALL GAME-CONT'D																																		
	4.00 - 4.30			A	4.8	.0	14	434	1350	141	440	176	422	182	702	70^	197	399	672	369	402	328	362	358	269						116	65^	92^	
	4.30 - 5.00			A	4.8	.0	14	434	1381	186	494	226	471	207	697	57^	190	387	674	364	412	330	379	365	262						94^	60^	96^	
	5.00 - 5.30			A	5.3	.0	15	479	1340	168	469	196	452	191	735	58^	196	404	706	375	426	346	397	374	281						70^	48^	66^	
	5.30 - 6.00			A	5.6	.0	15	506	1303	165	444	173	431	169	758	59^	225	438	724	404	451	378	425	371	273						47^	24^	54^	
	6.00 - 6.30			A	5.0	.0	13	452	1419	191	544	231	527	230	769	72^	235	423	731	385	424	351	390	368	307						46^	29^	60^	
CBS NFL TODAY																																		
SUN	12.30P	30	CBS	4	A	6.1	.0	19	551	1408	177	501	298	487	267	749	85	295	512	719	482	525	427	470	338	194						74^	57^	84^
	209	99	SC	6	B	5.9	.0	18	531	1367	169	456	265	441	235	721	82	294	495	693	468	510	413	455	319	184						95	72	94
					C	6.1	.0	19	547	1363	166	441	253	428	231	734	91	302	509	703	478	515	418	455	326	188						83	65	104
CBS NFL FOOTBALL GAME 1																																		
SUN	1.00P	189	CBS	4	A	11.8	.2	29	1067	1515	196	481	303	452	244	833	109	328	557	794	518	574	448	504	374	220						86	59	115
	215	99	SE	6	B	13.1	.2	32	1186	1506	199	474	280	458	253	849	102	321	549	818	518	578	447	507	394	240						83	58	100
					C	13.1	.2	33	1185	1489	191	462	265	447	242	842	99	311	541	811	510	566	442	498	391	245						83	58	101
VARIOUS TEAMS AND TIMES																																		
	1.00 - 1.30			A	10.1	.0	28	913	1505	191	472	290	449	235	826	103	333	562	791	527	564	459	495	355	227						87	60	120	
	1.30 - 2.00			A	11.5	.0	30	1040	1529	184	475	303	447	233	860	111	341	561	821	522	575	450	503	365	246						82	58	113	
	2.00 - 2.30			A	12.7	.2	32	1148	1520	201	477	301	455	244	841	112	330	551	800	510	564	439	493	363	235						86	61	115	
	2.30 - 3.00			A	12.4	.3	30	1112	1490	198	479	297	452	213	829	112	322	552	788	516	572	440	496	349	212						81	59	111	
	3.00 - 3.30			A	12.1	.3	29	1094	1543	206	501	313	461	254	821	106	312	549	781	509	570	443	504	391	212						92	59	128	
	3.30 - 4.00			A	11.8	.3	28	1067	1569	202	498	320	464	268	864	114	345	589	824	550	617	475	542	405	207						91	60	116	
	4.00 - 4.30			A	10.0	.2	23	904	1479	199	475	317	442	267	812	118	344	572	766	526	600	454	527	378	167						93	63	99	
CBS NFL FOOTBALL POST																																		
SUN	4.07P	21	CBS	4	A	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^						80^	50^	82^
	192	92	SC	1	B	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^						80^	50^	82^
					C	1.3	.0	15	114	1465	219^	490	335^	447	286^	813	130^	362^	597	763	548	613	468	533	374^	150^						80^	50^	82^
NAT'L LEAGUE CHAMP-PRE-3(S)																																		
SAT	12.00N	15	ABC	4	A	6.3	.1	22	570	1388	152	485	257	458	213	539	77^	249	342	525	328	353	264	289	168	172						84	59^	281
	217	99	SC																															
NAT'L LEAGUE CHAMP-QM-3(S)																																		
SAT	12.15P	235	ABC	4	A	11.8	.0	35	1067	1439	163	489	211	476	205	762	70	243	402	737	377	425	333	380	314	312						71	51	118
	218	99	SE																															
L.A. DODGERS VS N.Y. METS																																		
	12.00 - 12.30			A	6.9	.1	23	624	1349	139	489	228	473	205	617	65^	227	339	601	323	351	274	301	216	250						66^	51^	177	
	12.30 - 1.00			A	9.1	.1	29	823	1374	141	472	212	460	192	683	67	227	342	664	323	363	275	316	248	301						70	60	148	
	1.00 - 1.30			A	10.6	.1	33	958	1389	152	463	212	454	198	725	67	226	374	701	350	387	308	345	278	314						71	57	129	
	1.30 - 2.00			A	11.3	.0	34	1022	1400	146	463	191	450	185	763	59	236	390	739	366	404	331	369	298	335						66	48	108	
	2.00 - 2.30			A	12.8	.1	38	1157	1407	150	464	182	454	195	762	58	237	398	740	375	419	340	383	315	321						62	44	119	
	2.30 - 3.00			A	13.0	.0	38	1175	1462	170	495	197	485	207	789	70	252	418	762	391	441	348	398	339	321						66	45	112	
	3.00 - 3.30			A	13.9	.0	40	1257	1467	178	503	224	489	214	785	73	248	420	758	393	450	347	404	343	308						72	50	107	
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

OCT. 3-9, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			TEENS TOT.	CHD TOT.
										TOT. WORK-ING PERS				WOMEN				MEN												
DAY	TIME	DUR	NET OF	NO. OF T/C	Avg. Aud. %	VCR Recd %	SN %	Avg. Aud. 0,000	(2+)	18+	18-49	50-59	60+	TOTAL	18-49	50-59	60+	18-24	25-34	35-44	45-54	55-64	65+	12-17	12-17	2-11				
WEEKEND DAYTIME SPORTS CONT'D																														
NAT'L LEAGUE CHAMP-GM-3(-CONT'D)																														
	3.30 - 4.00			A	14.4	.1	40	1302	1495	182	520	235	503	221	795	81	254	436	766	407	466	355	414	352	300	79	54	101		
	4.00 - 4.30			A	12.7	.1	36	1148	1514	183	531	249	510	221	799	94	275	448	765	413	473	354	414	344	291	85	58	99		
NFL LIVE																														
SUN	12.30P	30	NBC	4	4.5	.1	14	407	1365	162	412	256	400	229	726	103	317	488	694	455	519	385	449	307	174	101	68	126		
	210	99	SC	6	5.4	.1	16	484	1380	205	502	303	484	275	699	90	296	474	676	451	505	384	438	311	171	71	54	109		
				C	4.9	.1	15	441	1380	197	492	289	474	264	696	95	300	472	669	445	498	377	430	298	171	81	61	110		
NFL GAME 1																														
SUN	1.00P	194	NBC	1	8.8	.2	22	796	1446	178	449	262	444	250	802	78	291	489	778	464	531	411	478	373	247	103	70	93		
	201	85	SE	3	8.8	.2	22	796	1446	178	449	262	444	250	802	78	291	489	778	464	531	411	478	373	247	103	70	93		
				C	7.5	.1	19	681	1459	172	434	255	419	242	831	110	327	514	799	481	548	404	470	365	251	100	71	94		
VARIOUS TEAMS AND TIMES																														
	1.00 - 1.30			A	7.1	.1	20	642	1450	179	457	278	452	269	792	94	287	482	767	457	515	389	447	342	252	93	67	107		
	1.30 - 2.00			A	8.8	.0	23	796	1491	174	464	264	463	271	809	86	290	490	784	466	529	403	467	360	255	121	79	98		
	2.00 - 2.30			A	9.2	.1	23	832	1472	164	433	247	432	245	835	85	309	499	813	477	542	413	478	369	271	109	75	96		
	2.30 - 3.00			A	8.5	.1	21	768	1436	174	445	262	442	246	827	72	292	499	804	476	545	427	495	395	260	91	64	72		
	3.00 - 3.30			A	8.8	.1	21	796	1449	177	441	259	435	230	814	75	301	504	789	479	552	429	502	395	237	108	76	87		
	3.30 - 4.00			A	9.0	.2	21	814	1487	198	473	273	461	248	809	67	293	492	786	470	547	425	502	397	239	98	64	107		
	4.00 - 4.30			A	7.8	.1	18	705	1459	203	456	260	446	251	805	84	295	506	767	468	550	423	504	398	217	115	78	84		
NFL GAME 2																														
SUN	4.19P	199	NBC	1	12.4	.0	26	1121	1485	208	470	278	450	254	837	95	312	543	806	511	567	447	503	397	239	98	75	81		
	210	98	SE	3	12.4	.0	26	1121	1485	208	470	278	450	254	837	95	312	543	806	511	567	447	503	397	239	98	75	81		
				C	13.5	.1	30	1221	1519	206	471	279	454	260	869	98	320	561	834	526	584	463	520	410	251	85	64	93		
VARIOUS TEAMS AND TIMES																														
	4.00 - 4.30			A	8.5	.0	20	768	1495	212	456	266	441	254	835	97	316	546	788	498	559	448	509	388	229	114	80	89		
	4.30 - 5.00			A	10.6	.1	24	958	1478	202	459	271	441	256	830	90	313	542	790	503	564	452	514	397	226	109	79	79		
	5.00 - 5.30			A	11.3	.1	26	1022	1469	192	453	272	431	241	824	89	311	544	796	516	576	454	515	404	220	110	80	81		
	5.30 - 6.00			A	10.4	.0	23	940	1460	197	468	274	434	232	821	101	318	545	797	521	581	444	504	392	216	104	78	68		
	6.00 - 6.30			A	13.2	.1	28	1193	1466	198	447	257	425	229	863	104	326	559	831	527	575	455	503	390	256	86	67	71		
	6.30 - 7.00			A	14.2	.1	28	1284	1485	213	460	266	443	242	869	104	332	562	835	528	576	458	506	395	259	83	72	73		
	7.00 - 7.30			A	15.2	.2	28	1374	1526	227	507	311	493	291	822	87	292	522	793	493	548	434	489	400	246	95	75	101		
	7.30 - 8.00			A	12.0	.1	21	1085	1498	233	509	323	495	312	798	80	269	500	771	473	533	420	480	398	238	93	70	99		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

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62 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17
						AVG. AUD.	VCR RECD %	SH %	AVG. AUD. 0,000	TOT. WORK- PERS ING WOM.	W O M E N										M E N									
DAY	TIME	DUR	NET #STNS	OF TYPE	T/C	%	%	%	0,000	(2+)	18+	TOTAL	18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21- 21+	25- 49	25- 54	35- 64	35- 55+			
WEEKEND DAYTIME OTHER																														
BUSINESS WORLD					A	1.3	.0	4	118	1355	257^	622	146^	283^	587	233^	298^	246^	274^	627	249^	395^	600	368^	330^	366^	224^	196^	61v	
SUN 11.00A					4 B	1.1	.0	3	97	1237	208	652	126	241	637	194	260	256	345	510	192	284	501	274	249	291	185	184	38v	
124 69 N					5 C	1.1	.0	4	99	1260	219	668	144^	263	650	219	289	270	334	505	181^	282	491	268	246	291	201	177^	39v	
FACE THE NATION					A	2.3	.0	7	208	1264	251	584	79^	209^	570	181^	240	297	316	609	208^	392	601	383	331	349	273	200^	19v	
SUN 10.30A					3 B	2.2	.0	7	196	1321	234	644	82	228	631	202	262	315	356	578	162	314	566	302	268	305	266	227	32v	
122 81 CC					3 C	2.2	.0	7	196	1321	234	644	82	228	631	202	262	315	356	578	162	314	566	302	268	305	266	227	32v	
HEALTH SHOW					A	1.2	.0	4	108	1203	207^	643	94v	262^	643	233^	295^	333^	319^	461	74v	182^	451	171^	171^	232^	230^	219^	44v	
SUN 10.30A					4 B	1.1	.0	4	97	1193	209	627	160	272	619	217	297	282	275	496	152	258	486	248	229	285	237	182	31^	
121 69 N					5 C	1.1	.0	4	99	1201	226	640	172^	280	633	227	306	277	281	482	148^	236	473	227	211	267	226	190	31v	
MEET THE PRESS					A	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v	
SUN 9.30A					1 B	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v	
151 88 CC					1 C	1.8	.0	7	163	1233	244^	695	176^	303	688	247^	279^	271^	359	483	149^	252^	463	231^	210^	240^	221^	202^	37v	
SUNDAY MORNING					A	3.8	.0	16	344	1413	272	735	98^	274	727	251	312	373	399	581	133^	317	565	301	285	346	303	202	33v	
SUN 9.00A					3 B	3.6	.0	14	322	1327	242	700	108	261	686	234	291	347	383	547	120	270	536	259	240	283	272	233	25^	
190 96 N					3 C	3.6	.0	14	322	1327	242	700	108	261	686	234	291	347	383	547	120	270	536	259	240	283	272	233	25^	
9.00 - 9.30					A	3.0	.0	14	271	1412	289	759	91^	266	756	241	310	380	424	530	98^	236	514	220	218	271	267	241	30v	
9.30 - 10.00					A	4.2	.0	17	380	1401	268	737	111^	288	726	260	321	379	388	567	137	312	551	295	277	339	288	193	30v	
10.00 - 10.30					A	4.3	.0	16	389	1393	258	698	87^	260	691	244	299	353	383	616	151	371	602	357	332	398	337	180	37^	
SUNDAY TODAY					A	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v	
SUN 8.00A					1 B	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v	
143 91 N					1 C	2.2	.1	13	199	1221	203^	614	163^	336	613	312	322	258	267	523	125^	278	517	272	227^	265	279	206^	25v	
8.00 - 8.30					A	1.8	.0	14	163	1241	139^	599	138^	314	598	287	287	235^	285^	553	134^	314	541	302	246^	291	325	195^	14v	
8.30 - 9.00					A	2.4	.0	14	217	1290	223	642	184^	366	642	341	352	260	265	564	149^	314	559	309	256	283	288	222	27v	
9.00 - 9.30					A	2.2	.0	10	199	1239	252	652	175^	352	650	328	348	299	280	499	102^	233^	499	233^	200^	249	256	217^	35v	
THIS WEEK DAVID BRINKLEY					A	3.1	.0	10	280	1319	195	654	131^	239	635	195	250	256	359	577	141^	254	570	247	201	253	225	271	39v	
SUN 11.30A					4 B	3.1	.0	10	283	1317	161	683	95	187	668	153	205	257	444	568	124	215	559	206	180	229	217	304	29^	
198 97 N					5 C	3.1	.0	10	284	1316	157	680	93	179	668	150	201	248	451	570	118	215	562	208	181	232	230	303	26^	
11.30 - 12.00					A	2.8	.1	10	253	1268	183^	645	144^	251	629	208	265	257	336	542	153^	250	536	244	193	248	211	238	41v	
12.00 - 12.30					A	3.5	.1	11	316	1322	200	643	116^	223	622	179	231	247	367	588	127^	250	581	242	202	250	229	290	36v	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	57.2	58.6	58.8	61.0	60.9	63.4	64.4	65.7	65.9	66.6	66.4	66.1	64.3	63.4	61.5	59.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BURNING QUESTIONS? (PAE)				NFL MONDAY NIGHT FOOTBALL DALLAS VS. NEW ORLEANS (9:00-12:14)(PAE)			
9,310				16,360			
10.3	9.7 *			10.9 *	18.1	17.4 *	
17	16 *			19 *	31	27 *	
9.6	9.9	10.3	11.4	16.5	18.3	19.6	19.6
							19.7
							20.1
							19.8 *
							31 *
							17.8 *
							29 *
							17.0

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NEWHART (R)		CAVANAUGHS		CBS MONDAY MOVIE UNHOLY MATRIMONY (PAE)			
8,500		7,140		13,650			
9.4		7.9		15.1	13.3 *	14.8 *	15.9 *
15		12		24	20 *	22 *	25 *
9.6	9.3	7.6	8.1	12.9	13.7	14.5	15.1
							15.6
							16.1
							16.5
							16.2 *
							27 *
							16.0

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF		HOGAN FAMILY		NBC MONDAY NIGHT MOVIES THE PEOPLE ACROSS THE LAKE			
16,540		16,270		15,640			
18.3		18.0		17.3	16.9 *	17.7 *	17.3 *
29		28		27	26 *	27 *	27 *
17.4	19.2	18.0	18.1	16.6	17.3	17.9	17.5
							17.3
							17.3
							17.4
							17.1 *
							28 *
							16.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.7	13.4	12.4	13.0	12.5	11.9	9.6	8.6
SHARE AUDIENCE %	25	22	20	20	19	18	15	14

SUPERSTATIONS

AVERAGE AUDIENCE	3.5	3.2	3.2	3.2	3.3	2.8	1.8	2.0
SHARE AUDIENCE %	6	5	5	5	5	4	3	3

PBS

AVERAGE AUDIENCE	1.6	2.3	2.8	3.5	2.6	2.4	1.8	1.4
SHARE AUDIENCE %	3	4	5	5	4	4	3	2

CABLE ORIG.

AVERAGE AUDIENCE	6.4	7.1	7.7	8.5	6.5	6.6	6.0	5.5
SHARE AUDIENCE %	11	12	12	13	10	10	9	9

PAY SERVICES

AVERAGE AUDIENCE	2.2	2.6	2.9	4.0	4.5	3.0	3.5	3.3
SHARE AUDIENCE %	4	4	5	6	7	5	5	5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. OCT. 4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	55.1	56.9	57.9	60.0	60.5	62.0	63.3	64.4	64.4	64.8	64.9	64.5	62.9	62.2	60.8	58.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)

NAT'L LEAGUE CHAMP-SEM-1
N.Y. METS VS A. DODGERS
(8:20-11:15)(PAE)

10,670	14,830															
11.8	16.4			14.8 *				16.4 *		16.6 *		16.8 *		17.3 *		
21	27			24 *				26 *		26 *		27 *		28 *		
11.7	12.7	14.4	15.3	16.2	16.7	16.8	16.3	16.9	16.7	16.9	17.8					

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGH RISK

CBS TUESDAY MOVIE

JESSE
(PAE)

12,200				17,540												
13.5	13.4 *			13.6 *	19.4	16.7 *		19.3 *		20.6 *		20.8 *				
22	22 *			21 *	31	26 *		30 *		33 *		35 *				
13.2	13.7	13.6	13.6	15.8	17.5	18.9	19.7	20.5	20.8	21.4	20.3					

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUMMER OLYMPICS REVIEW

7,860																
8.7	9.3 *			9.8 *				8.3 *		7.7 *		8.5 *		8.6 *		
14	15 *			15 *				13 *		12 *		14 *		14 *		
8.9	9.6	9.8	9.8	9.8	8.7	8.0	7.8	7.6	8.5	8.4	8.2	8.3				

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.8	14.5	14.3	15.5	15.3	15.3	11.1	9.4
SHARE AUDIENCE %	26	25	23	24	24	24	18	16

SUPERSTATIONS

AVERAGE AUDIENCE	3.5	3.5	3.6	4.0	4.0	4.1	2.2	1.7
SHARE AUDIENCE %	6	6	6	6	6	6	4	3

PBS

AVERAGE AUDIENCE	1.8	2.3	2.6	3.2	3.2	3.3	2.3	1.7
SHARE AUDIENCE %	3	4	4	5	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE	6.1	6.8	7.8	8.1	7.3	7.3	7.0	6.2
SHARE AUDIENCE %	11	12	13	13	11	11	11	10

PAY SERVICES

AVERAGE AUDIENCE	2.2	3.6	4.7	5.4	5.8	3.9	4.0	3.7
SHARE AUDIENCE %	4	6	8	8	9	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000
(1) NAT'L LEAGUE CHAMP-PRE-1,(PAE),ABC,(8:00-8:20),(S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	54.9	55.6	55.6	58.0	58.2	60.0	61.6	63.0	64.2	65.1	65.4	65.1	62.3	59.7	57.1	54.1

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS
(R)(PAE)

'88 VOTE: VICE PRE. DEBATE
(SUS)

NAT'L LEAGUE CHAMP GM 2
N.Y. METS VS L.A.
DODGERS
(10:08-11:23)(PAE)

10,220
11.3
20
10.9 11.7

11,030
12.2 14.5 * 15.6 *
28 24 * 27 *
14.2 14.7 15.4 15.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

B BUNNY, A
CONN, RABBIT
(R)

CAMPAIGN '88: VP DEBATE
(SUS)

WISEGUY
(10:08-11:08)(R)(PAE)

7,140
7.9
13
7.8 8.1

6,690
7.4 6.5 * 7.6 *
13 11 * 14 *
6.5 6.4 7.4 7.9

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NIGHT COURT
SPCL
(R)

VICE PRESIDENTIAL DEBATE
(SUS)

UNSOLVED MYSTRIES
PREVIEW
(10:07-11:07)(PAE)

11,300
12.5
21
12.2 12.9

13,470
14.9 13.8 * 15.4 *
25 23 * 26 *
12.9 14.2 15.1 15.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	14.9	13.8	13.1	16.2	17.6	17.6	15.4	12.6
SHARE AUDIENCE %	27	24	22	26	27	27	25	23

SUPERSTATIONS

AVERAGE AUDIENCE	3.5	3.3	2.9	4.1	4.4	4.4	3.6	2.5
SHARE AUDIENCE %	6	6	5	7	7	7	6	4

PBS

AVERAGE AUDIENCE	1.6	2.3	2.1	2.0	1.7	1.9	1.8	1.6
SHARE AUDIENCE %	3	4	4	3	3	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	6.3	6.5	7.9	9.9	9.1	8.9	8.6	6.7
SHARE AUDIENCE %	11	11	13	16	14	14	14	12

PAY SERVICES

AVERAGE AUDIENCE	1.8	2.7	3.6	5.3	6.2	6.2	5.9	4.9
SHARE AUDIENCE %	3	5	6	9	10	9	10	9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	53.5	55.2	56.9	59.0	59.6	61.8	62.3	63.4	63.1	62.8	62.7	62.5	61.0	60.8	59.4	55.7

ABC TV

(1)

AMER. LEAGUE CHAMP-GM-2
OAKLAND VS BOSTON
(8:20-11:34)(PAE)

AVERAGE AUDIENCE (HHids (000) & %)	{	9,310	13,470													
SHARE AUDIENCE	%	10.3	14.9			12.9 *		14.7 *		15.3 *		16.0 *		16.1 *		
AVG. AUD. BY 1/4 HR	%	18	25			22 *		24 *		25 *		26 *		27 *		
		10.2	10.8	12.6	13.3	14.6	14.8	15.3	15.2	16.0	16.1	16.6	15.6			

CBS TV

48 HOURS
MAKING BABIES

CBS THURSDAY MOVIE
LEAP OF FAITH
(PAE)

AVERAGE AUDIENCE (HHids (000) & %)	{	7,960				10,850										
SHARE AUDIENCE	%	8.8	8.2 *		9.4	* 12.0	11.3 *		12.1 *		12.4 *		12.2 *			
AVG. AUD. BY 1/4 HR	%	14	13 *		15 *	20	18 *		19 *		20 *		21 *			
		8.4	8.0	9.0	9.8	11.2	11.5	12.1	12.2	12.5	12.4	12.5	11.9			

NBC TV

BILL COSBY
SHOW

A DIFFERENT
WORLD

DEAR JOHN
PREVIEW

TONIGHT SHOW 26TH ANNIV.

AVERAGE AUDIENCE (HHids (000) & %)	{	21,880		20,520		17,900		16,360								
SHARE AUDIENCE	%	24.2		22.7		19.8		18.1		17.8 *		18.3 *		18.1 *		
AVG. AUD. BY 1/4 HR	%	40		36		31		30		28 *		30 *		31 *		
		22.7	25.8	22.6	22.8	20.0	19.7	17.6	18.0	18.2	18.4	18.3	18.0			

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.3	12.5	10.3	11.6	12.8	13.2	11.2	9.1
SHARE AUDIENCE %	26	22	17	18	20	21	18	16

SUPERSTATIONS

AVERAGE AUDIENCE	3.7	3.3	2.4	2.9	4.0	4.5	3.3	2.2
SHARE AUDIENCE %	7	6	4	5	6	7	5	4

PBS

AVERAGE AUDIENCE	1.9	2.3	2.4	2.5	2.3	2.2	1.7	1.4
SHARE AUDIENCE %	3	4	4	4	4	4	3	2

CABLE ORIG.

AVERAGE AUDIENCE	5.2	5.9	5.9	6.4	6.5	6.1	4.8	4.6
SHARE AUDIENCE %	10	10	10	10	10	10	8	8

PAY SERVICES

AVERAGE AUDIENCE	2.0	2.5	2.5	2.6	3.1	3.5	3.9	3.3
SHARE AUDIENCE %	4	4	4	4	5	6	6	6

U.S. TV HOUSEHOLDS: 90,400,000
(1) AMER. LEAGUE CHAMP-PRE-2, (PAE), ABC, (8:00-8:20), (S)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	50.9	51.6	52.6	52.9	54.0	54.9	56.1	56.2	56.9	57.4	56.9	55.0	54.3	52.1	50.4

ABC TV

(1) (2) (3) (4) (PAE) ← 20/20 SPECIAL (R) →

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

7,230	6,690	7,770	8,140	8,590			
8.0	7.4	8.6	9.0	9.5	9.6	*	9.5 *
16	14	16	16	18	17	*	18 *
8.3	6.6	7.4	7.7	8.8	8.7	9.0	9.5

CBS TV

7 WONDERS CIRCUS WOR.D

CBS FRIDAY MOVIE
STREET OF DREAMS
(PAE)

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

9,850			8,590				
10.9	10.6 *	11.2 *	9.5	9.6 *	9.1 *	9.7 *	9.4 *
20	20 *	20 *	17	17 *	16 *	18 *	18 *
10.3	10.9	10.9	11.5	9.6	9.7	9.2	9.3

NBC TV

NBC MOVIE OF THE WEEK-FRI
THE SECRET LIFE OF KATHY MCCORMICK

SONNY SPOON PREVIEW

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

13,110				10,220			
14.5	12.6 *	14.0 *	15.3 *	16.3 *	11.3	11.5 *	11.0 *
26	23 *	25 *	27 *	28 *	21	21 *	21 *
12.0	13.1	13.9	14.1	15.1	15.5	16.4	11.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	13.8	13.1	12.7	13.6	14.3	14.3	13.6	11.1
SHARE AUDIENCE %	28	25	24	25	25	25	25	22

SUPERSTATIONS

AVERAGE AUDIENCE	3.2	2.9	2.6	2.9	3.2	3.4	3.7	2.2
SHARE AUDIENCE %	6	6	5	5	6	6	7	4

PBS

AVERAGE AUDIENCE	1.7	2.1	2.6	1.9	2.2	2.2	2.1	1.6
SHARE AUDIENCE %	3	4	5	3	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE	5.6	6.4	7.0	7.1	6.8	6.7	6.8	6.8
SHARE AUDIENCE %	11	12	13	13	12	12	12	13

PAY SERVICES

AVERAGE AUDIENCE	1.9	2.9	3.5	3.9	4.2	4.4	5.7	5.3
SHARE AUDIENCE %	4	6		7	7	8	10	10

U.S. TV HOUSEHOLDS: 90,400,000
(1) NAT'L LEAGUE CHAMP-PRE-GM, (PAE), ABC, (8:00-8:22), (S)
(2) PERFECT STRANGERS, (PAE), ABC, (8:22-8:52), (R)
(3) FULL HOUSE, (PAE), ABC, (8:52-9:22), (R)
(4) MR. BELVEDERE, (PAE), ABC, (9:22-9:52), (R)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	44.2	45.5	46.6	47.7	52.9	55.1	56.2	56.6	57.4	58.3	57.9	57.3	54.7	53.6	52.9	51.3	48.5	46.1

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(1)	AMER. LEAGUE CHAMP-GM 3 BOSTON VS. OAKLAND (8:15-11:26)																	
	7,680	11,300																
	8.5	12.5			11.7 *				11.8 *			12.6 *		13.2 *		13.4 *		13.6 *
	17	23			22 *				21 *			23 *		24 *		25 *		27 *
	8.5	9.7	11.4	12.0	11.6	11.9	12.4	12.9	13.4	13.1	13.2	13.6	13.8	13.4				

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

<LIVE! DICK CLARK PRESENTS>	SIMON & SIMON (PAE)																	
	5,240					6,600						8,140						
	5.8	5.7 *			5.9	* 7.3			6.8 *			7.9	* 9.0	9.0 *		9.0 *		
	10	10 *			10	* 13			12 *			14 *	17	17 *		17 *		
	5.6	5.7	5.9	5.8	6.5	7.1	7.9	7.9	8.8	9.3	9.3	8.7						

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

227	AMEN																	
	13,290				15,280				19,530			17,990		13,920				
	14.7				16.9				21.6			19.9		15.4		15.5 *		15.4 *
	27				30				37			35		29		29 *		30 *
	13.7	15.6	16.0	17.7	21.0	22.2	20.2	19.6	15.7	15.3	15.5	15.2						

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.9	12.8	12.2	11.5	11.0	11.4	10.8	10.0	8.3
SHARE AUDIENCE %	27	27	23	20	19	20	20	19	18

SUPERSTATIONS

AVERAGE AUDIENCE	2.9	3.5	3.6	3.1	3.2	3.1	2.5	2.3	1.4
SHARE AUDIENCE %	6	7	7	5	6	5	5	4	3

PBS

AVERAGE AUDIENCE	2.3	2.7	2.5	2.7	2.0	2.0	1.8	1.7	1.9
SHARE AUDIENCE %	5	6	5	5	3	3	3	3	4

CABLE ORIG.

AVERAGE AUDIENCE	8.9	8.7	7.9	7.4	6.3	6.6	7.2	5.9	4.6
SHARE AUDIENCE %	20	18	15	13	11	11	13	11	10

PAY SERVICES

AVERAGE AUDIENCE	2.7	2.6	4.4	4.4	4.9	4.5	3.7	3.1	3.6
SHARE AUDIENCE %	6	6	8	8	8	8	7	6	8

U.S. TV HOUSEHOLDS: 90,400,000
(1) AMER. LEAGUE CHAMP-PRE-3,ABC,(8:00-8:15),(S)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	42.1	38.6	35.0	32.4	29.9	27.1	23.5	21.3	18.6	17.0	15.2	14.0	12.4	11.7

(1)

ABC TV

AVERAGE AUDIENCE (Hhds (000) & %)	{	1,540	
SHARE AUDIENCE	%	1.7	
AVG. AUD. BY 1/4 HR	%	6	
		2.0	1.6

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{		
SHARE AUDIENCE	%		
AVG. AUD. BY 1/4 HR	%		

NBC TV

← SATURDAY NIGHT → (PAE)
(11:30-12:50)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	7,320			
SHARE AUDIENCE	%	8.1	9.1 *	7.8 *	
AVG. AUD. BY 1/4 HR	%	23	23 *	23 *	
		9.1	9.1	7.8	7.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.3	7.3	6.3	5.1	4.2	3.9	3.5
SHARE AUDIENCE %	21	22	22	23	24	27	29

SUPERSTATIONS

AVERAGE AUDIENCE	1.4	1.6	1.5	1.1	0.7	0.9	0.8
SHARE AUDIENCE %	3	5	5	5	4	6	7

PBS

AVERAGE AUDIENCE	1.5	1.1	0.9	0.6	0.3 ^	0.2 ^	0.2 ^
SHARE AUDIENCE %	4	3	3	3	2 ^	1 ^	2 ^

CABLE ORIG.

AVERAGE AUDIENCE	4.4	4.0	3.8	3.2	2.6	2.3	2.2
SHARE AUDIENCE %	11	12	13	14	15	16	18

PAY SERVICES

AVERAGE AUDIENCE	4.4	4.5	4.0	3.6	3.5	2.9	2.1
SHARE AUDIENCE %	11	13	14	16	20	20	17

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WEEKEND REPORT-SAT., ABC, (12:12-12:27)

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	56.2	58.0	59.3	60.2	61.7	63.5	64.9	66.3	66.6	66.9	66.8	65.9	63.5	62.2	60.2	57.9	52.7	47.4

ABC TV

<div style="display: flex; justify-content: space-between; align-items: center;"> ← INCREDIBLE SUNDAY → (1) <div style="border: 1px solid black; padding: 2px; font-size: small;"> NAT'L LEAGUE CHAMP-GM-4 L A DODGERS VS N.Y. METS (8:16-11:10)(PAE) </div> </div>																		
AVERAGE AUDIENCE (HHds (000) & %)	{	7,050			8,950	13,740												
SHARE AUDIENCE %	%	7.8	7.3 *		8.3 *	9.9		13.7 *		16.1 *		16.7 *		16.7 *		15.9 *		16.2 *
AVG. AUD. BY 1/4 HR	%	14	13 *		15 *	17		22 *		25 *		26 *		27 *		26 *		29 *
	%	7.0	7.6	8.2	8.5	9.8	11.6	13.4	14.1	16.0	16.3	16.6	16.8	16.8	16.5	16.0	15.9	16.6

CBS TV

<div style="display: flex; justify-content: space-between; align-items: center;"> ← 60 MINUTES → ← MURDER, SHE WROTE (R) → ← CBS SUNDAY MOVIE LIBERACE: BEHIND THE MUSIC (PAE) → </div>																		
AVERAGE AUDIENCE (HHds (000) & %)	{	16,360			14,100			15,190										
SHARE AUDIENCE %	%	18.1	16.7 *		19.4 *	15.6		16.1 *	16.8	15.9 *		16.8 *		17.4 *		16.9 *		
AVG. AUD. BY 1/4 HR	%	31	29 *		32 *	24		25 *	26	24 *		25 *		28 *		29 *		
	%	15.7	17.6	18.8	20.0	15.1	15.1	16.0	16.1	15.6	16.3	16.7	16.9	17.4	17.5	17.4	16.4	

NBC TV

AVERAGE AUDIENCE (HHds (000) & %)																		
	{			9,580			13,470			13,560								
SHARE AUDIENCE %	%		15.2 *	10.6	9.1 *	11.2 *	14.9	12.6 *	15.7 *	15.0	14.9 *		15.2 *		14.9 *		15.3 *	
AVG. AUD. BY 1/4 HR	%	15.4	15.0	9.2	9.0	11.0	11.3	11.2	12.9	15.2	16.2	14.8	14.9	15.2	14.8	14.2	16.4	16.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	11.6	12.7	16.3	15.0	11.8	11.3	10.0	7.9	6.3
SHARE AUDIENCE %	20	21	26	23	18	17	16	13	13

SUPERSTATIONS

AVERAGE AUDIENCE	2.2	2.5	2.7	2.9	2.7	2.7	2.3	1.7	1.5
SHARE AUDIENCE %	4	4	4	4	4	4	4	3	3

PBS

AVERAGE AUDIENCE	1.5	1.5	3.1	3.7	2.7	2.5	1.9	1.9	1.4
SHARE AUDIENCE %	3	3	5	6	4	4	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	5.9	6.2	5.6	5.4	5.2	5.5	5.3	5.2	3.2
SHARE AUDIENCE %	10	10	9	8	8	8	8	9	6

PAY SERVICES

AVERAGE AUDIENCE	4.6	4.1	4.3	4.6	5.0	4.9	4.0	3.3	3.3
SHARE AUDIENCE %	8	7	7	7	7	7	6	6	7

U.S. TV HOUSEHOLDS: 90,400,000

(1) NAT'L LEAGUE CHAMP-PRE-4, (PAE), ABC, (8:00-8:16), (S)

(2) NFL GAME 2, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	41.5	37.0	32.9	29.5	26.3	23.6	18.0	16.1	13.8	12.2	10.8	9.8	8.9	8.3				

ABC TV

NAT'L LEAGUE CHAMP-GM-4
L.A. DODGERS VS N.Y. METS
(8:16-1:10)(PAE)

(1)

AVERAGE AUDIENCE (Hhlds (000) & %)	{						1,080
SHARE AUDIENCE	%	16.1 *		15.5 *		14.1 *	1.2
AVG. AUD. BY 1/4 HR	%	35 *		39 *		41 *	13
	%	16.3	16.0	15.7	15.4	14.9	13.3
						6.8	1.2

CBS TVCBS
SUNDAY
NEWS

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,530
SHARE AUDIENCE	%	2.8
AVG. AUD. BY 1/4 HR	%	2.8

(2) (PAE)

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,450
SHARE AUDIENCE	%	1.6
AVG. AUD. BY 1/4 HR	%	1.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.2	5.6	4.3	3.6	3.0	2.3	1.9
SHARE AUDIENCE %	16	18	17	21	23	22	22

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.6	1.3	1.2	1.0	0.8	0.7
SHARE AUDIENCE %	4	5	5	7	8	8	8

PBS

AVERAGE AUDIENCE	1.4	1.0	0.7	0.5	0.3 ^	0.2 ^	0.1 ^
SHARE AUDIENCE %	4	3	3	3	2 ^	2 ^	1 ^

CABLE ORIG.

AVERAGE AUDIENCE	3.1	2.7	2.3	1.7	1.5	1.2	1.2
SHARE AUDIENCE %	8	9	9	10	12	12	14

PAY SERVICES

AVERAGE AUDIENCE	3.0	2.8	2.4	2.5	2.1	1.9	1.6
SHARE AUDIENCE %	8	9	10	15	16	18	19

U.S. TV HOUSEHOLDS: 90,400,000

(1) ABC WEEKEND REPORT-SUN. ABC,(1:30-1:45)

(2) G MICHAELS SPORTS MACHINE,(PAE),NBC,(11:30-11:45)

For explanation of symbols, See page 8

A 20 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. OCT. 3-7, 1988

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.1	9.8	12.0	14.3	16.7	18.7	19.3	19.6	19.6	19.9	20.0	20.0	19.9	20.4	20.4	20.4	20.0	20.5

ABC TV		(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA 730 (CO-OP) (PARTICIPATING) (PAE)		GOOD MORNING, AMERICA-B30 (CO-OP) (PARTICIPATING) (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		1,270		2,190		3,490		3,600
SHARE AUDIENCE	%		1.4		2.4		3.9		4.0
AVG. AUD. BY 1/4 HR	%		14		17		20		20
			1.4		2.4		3.9	3.9	4.0

CBS TV		CBS MORNING NEWS- 6-30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING 2		FAMILY FEUD	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		940				2,060				2,060		2,400
SHARE AUDIENCE	%		1.0				2.3				2.3		2.7
AVG. AUD. BY 1/4 HR	%		10				12				11		13
			0.9	1.1			2.3	2.3			2.2	2.3	2.5

NBC TV		NBC NEWS AT SUNRISE		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)		SALE OF THE CENTURY (PAE)	
AVERAGE AUDIENCE (Hhlds (000) & %)	{		1,720				3,540		3,670
SHARE AUDIENCE	%		1.9				3.9		4.1
AVG. AUD. BY 1/4 HR	%		21				20		20
			1.6	2.2			4.0	3.9	4.1

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.7	3.2	5.5	6.4	5.9	5.4	4.4	4.3	4.4
SHARE AUDIENCE %	19	24	31	33	30	27	22	21	22

SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.3	1.9	2.1	1.8	1.8	1.5	1.5	1.4
SHARE AUDIENCE %	9	10	11	11	9	9	7	7	7

PBS

AVERAGE AUDIENCE	0.1	0.1	0.4	0.7	1.0	1.3	1.6	1.5	1.3
SHARE AUDIENCE %	1	1	2	4	5	7	8	7	6

CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.8	2.0	2.1	2.2	2.2	2.3	2.4	2.4
SHARE AUDIENCE %	15	14	11	11	11	11	12	12	12

PAY SERVICES

AVERAGE AUDIENCE	0.8	0.7	0.9	0.8	0.8	0.8	0.8	0.8	0.9
SHARE AUDIENCE %	9	6	5	4	4	4	4	4	4

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
RUT	20.6	20.6	20.8	21.2	21.2	22.1	23.5	24.6	25.5	26.2	27.3	27.9	27.8	27.7	26.7	27.1	26.9	27.3

ABC TV

		GROWING PAINS M-F		HOME		RYAN'S HOPE (PAE)		LOVING (PAE)		←ALL MY CHILDREN (MTTHF)(PAE)→				←ONE LIFE TO LIVE (MTTHF)(PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,930		2,240		1,860		3,240		6,080				6,150			
SHARE AUDIENCE	%	2.1		2.5		2.1		3.6		6.7		6.4 *		7.1 *	6.8 *	6.8 *	6.9 *
AVG. AUD. BY 1/4 HR	%	10		11		9		14		24		23 *		26 *	25 *	25 *	25 *
		2.0	2.2	2.5	2.5	2.1	2.0	3.4	3.7	6.1	6.7	7.0	7.2	6.7	6.7	6.8	6.9

CBS TV

		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)		(PAE)		←YOUNG AND THE RESTLESS (PAE)→				←BOLD AND THE BEAUTIFUL→				←AS THE WORLD TURNS (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,240		4,090		5,280				6,860				4,990				5,620			
SHARE AUDIENCE	%	2.5		4.5		5.8				7.6	7.4 *			7.8 *	5.5			6.2	6.2 *		6.2 *
AVG. AUD. BY 1/4 HR	%	12		22		27				30	31 *			30 *	20			23	23 *		23 *
		2.4	2.6	4.3	4.7	5.6	6.1			7.1	7.6	7.9	7.8	5.5	5.5	6.2	6.2	6.3	6.2		6.2

NBC TV

		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (PAE)		WIN. LOSE OR DRAW		SUPER PASSWORD (PAE)		SCRABBLE (PAE)		←DAYS OF OUR LIVES (PAE)→				←ANOTHER WORLD (PAE)→			
AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,770		3,630		3,160		2,420		3,280		5,570				4,000			
SHARE AUDIENCE	%	3.1		4.0		3.5		2.7		3.6		6.2	5.9 *			6.4 *	4.4 *	4.5 *	4.4 *
AVG. AUD. BY 1/4 HR	%	15		19		16		11		14		22	22 *			23 *	16 *	17 *	16 *
		3.0	3.1	3.9	4.2	3.4	3.7	2.6	2.7	3.5	3.8	5.8	6.1	6.4	6.4	4.5	4.4	4.4	4.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	4.2		4.1		4.2		4.6		5.0		4.9		5.5		5.3		5.3
SHARE AUDIENCE %	20		19		19		19		19		18		20		20		20

SUPERSTATIONS

AVERAGE AUDIENCE	1.4		1.5		1.6		1.6		2.0		1.6		1.6		1.5		1.6
SHARE AUDIENCE %	7		7		7		7		8		6		6		6		6

PBS

AVERAGE AUDIENCE	1.1		0.7		0.7		0.7		0.6		0.6		0.6		0.6		0.6
SHARE AUDIENCE %	5		4		3		3		2		2		2		2		2

CABLE ORIG.

AVERAGE AUDIENCE	2.5		2.6		2.5		2.6		2.7		2.8		2.9		3.2		3.4
SHARE AUDIENCE %	12		13		12		11		11		10		11		12		12

PAY SERVICES

AVERAGE AUDIENCE	1.0		1.1		1.1		1.0		0.9		1.0		1.1		1.1		1.1
SHARE AUDIENCE %	5		5		5		4		4		4		4		4		4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	26.9	27.5	28.2	29.3	29.7	31.4	33.0	34.6	35.4	37.5	39.1	41.1	47.8	49.7	51.3	52.8

ABC TV← GENERAL HOSPITAL
(MTHTF) (PAE) →ABC WORLD
NEWS TONIGHT

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

6,420
7.1 7.0 * 7.3 *
25 26 * 25 *
6.9 7.1 7.2 7.3

8,950
9.9
21
9.7 10.1

CBS TV← GUIDING LIGHT
(PAE) →

(PAE)

CBS EVENING
NEWS-RATHER

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

5,080
5.6 5.6 * 5.6 *
20 21 * 19 *
5.6 5.6 5.6 5.7

9,240
10.2
20
10.2 10.2

NBC TV← SANTA BARBARA
(PAE) →NBC NIGHTLY
NEWS

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

3,720
4.1 4.1 * 4.2 *
15 15 * 14 *
4.1 4.0 4.1 4.2

8,640
9.6
20
9.4 9.7

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	5.9	6.9	7.9	9.2	9.5	10.4	11.9	14.0
SHARE AUDIENCE %	22	24	26	27	26	26	24	27

SUPERSTATIONS

AVERAGE AUDIENCE	1.5	1.7	2.1	2.6	2.3	2.6	2.9	3.3
SHARE AUDIENCE %	6	6	7	8	6	7	6	6

PBS

AVERAGE AUDIENCE	0.6	0.6	0.8	0.9	0.9	0.8	1.1	1.3
SHARE AUDIENCE %	2	2	3	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	3.6	3.7	4.2	4.2	4.4	4.9	5.1	5.4
SHARE AUDIENCE %	13	13	14	13	12	12	10	10

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.3	1.1	1.1	1.0	1.2	1.5	1.7
SHARE AUDIENCE %	5	5	3	3	3	3	3	3

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.7	7.9	9.2	11.1	13.8	17.1	19.5	21.6	23.5	25.4	26.2	27.6	28.0	29.1	28.8	29.3	29.0	29.2

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BEANY AND CECIL	WINNIE THE POOH I	WINNIE THE POOH II	SLIMER I & REAL GHOSTS. I	SLIMER I & REAL GHOSTS. II (B)	PUP NAMED SCOOPY DOO	BUGS BUNNY/TWEETY SHOW I (B)
1,900	3,340	4,430	4,250	4,610	3,620	3,890
2.1	3.7	4.9	4.7	5.1	4.0	4.3
13	18	20	17	20	14	16
1.8	2.5	3.4	4.1	4.6	5.2	4.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ADV. RAGGEDY ANN & ANDY	SUPERMAN	MUPPET BABIES I	MUPPET BABIES II	PEE WEE'S PLAYHOUSE	GARFIELD AND FRIENDS	HEY, VERN IT'S ERNEST (PAE)
2,530	3,440	3,620	4,520	5,240	5,510	3,620
2.8	3.8	4.0	5.0	5.8	6.1	4.0
18	18	16	18	20	21	14
2.4	3.1	3.6	3.9	4.0	4.1	4.7

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KISSYFUR (PAE)	GUMMI BEARS	SMURFS I	SMURFS II (PAE)	ALF-SAT MORN I	ALF-SAT MORN II (PAE)	ALVIN AND THE CHIPMUNKS
2,530	3,890	4,700	5,330	4,790	5,060	5,790
2.8	4.3	5.2	5.9	5.3	5.6	6.4
18	21	21	22	19	19	22
2.3	3.4	4.2	4.5	4.9	5.4	5.7

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.7	2.4	3.4	4.1	4.5	4.7	5.5	5.7	5.7
SHARE AUDIENCE %	23	24	22	20	18	17	19	20	20

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	0.8	1.3	1.5	1.4	1.3	1.3	1.2	1.3
SHARE AUDIENCE %	10	8	8	7	6	5	5	4	4

PBS

AVERAGE AUDIENCE	0.1	0.2	0.4	0.7	0.9	1.0	1.0	1.2	1.3
SHARE AUDIENCE %	1	2	3	3	4	4	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE	1.5	2.0	2.4	2.9	3.6	4.1	4.5	4.4	4.3
SHARE AUDIENCE %	21	20	15	14	15	15	16	15	15

PAY SERVICES

AVERAGE AUDIENCE	1.4	1.7	1.9	1.9	2.3	2.6	1.9	1.6	1.7
SHARE AUDIENCE %	19	17	12	9	9	10	7	5	6

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page 8

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.4	29.4	29.9	30.8	31.0	31.9	31.7	32.1	32.8	33.7	33.5	34.0	33.9	34.3	34.6	34.9	35.8	36.1

ABC TVBUGS
BUNNY TWIFETY
SHOW (1)
(B)NAT'L LEAGUE CHAMP-GM-3
L.A. DODGERS VS N.Y. METS
(12:15-4:10)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	5,150		5,700	10,670													
SHARE AUDIENCE	%	5.7		6.3	11.8		9.1 *		10.6 *		11.3 *		12.8 *		13.0 *		13.9 *	14.4 *
AVG. AUD. BY 1/4 HR	%	20		22	35		29 *		33 *		34 *		38 *		38 *		40 *	40 *
	%	5.5	5.9	6.3	6.9	8.4	9.7	10.6	10.6	11.2	11.5	12.4	13.1	13.1	13.0	13.5	14.3	14.6

CBS TVFLIP
MIGHTY MOUSE
CBS STORYBREAK
HUGH PINE
(R)CBS COLLEGE FOOTBALL GAME
OKLAHOMA VS TEXAS
(2:39-6:04)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,350		2,800	2,530								4,070					
SHARE AUDIENCE	%	2.6		3.1	2.8								4.5	2.9 *		3.5 *		3.9 *
AVG. AUD. BY 1/4 HR	%	9		10	9								13	8 *		10 *		11 *
	%	2.8	2.5	2.9	3.2	2.8	2.9						2.7	2.9	3.5	3.5	3.6	4.2

NBC TVMISADVENTURES
-ED GRIMLEY
(PAE)2 HIP FOR TV
1

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,250		2,260	1,630													
SHARE AUDIENCE	%	4.7		2.5	1.8													
AVG. AUD. BY 1/4 HR	%	16		8	6													
	%	4.8	4.6	2.7	2.3	2.0	1.7											

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.4		7.2		7.1		7.5		8.2		7.9		7.5		7.2		7.5	
SHARE AUDIENCE %	22		24		23		24		25		23		22		21		21	

SUPERSTATIONS

AVERAGE AUDIENCE	1.8		2.0		1.7		1.9		2.1		2.2		1.8		1.4		1.7	
SHARE AUDIENCE %	6		7		5		6		6		7		5		4		5	

PBS

AVERAGE AUDIENCE	1.2		1.4		1.5		1.6		1.8		1.7		1.7		1.4		1.4	
SHARE AUDIENCE %	4		5		5		5		5		5		5		4		4	

CABLE ORIG.

AVERAGE AUDIENCE	4.4		4.9		4.7		4.6		4.9		4.6		4.8		4.6		4.5	
SHARE AUDIENCE %	15		16		15		14		15		14		14		13		13	

PAY SERVICES

AVERAGE AUDIENCE	1.9		2.3		2.6		1.9		2.0		2.1		2.2		2.4		2.5	
SHARE AUDIENCE %	6		8		8		6		6		6		6		7		7	

U.S. TV HOUSEHOLDS: 90,400,000
(1) NAT'L LEAGUE CHAMP-PRE-3,ABC,(12:00-12:15),(S)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	35.2	33.9	33.9	34.4	34.4	35.0	36.3	37.9	39.4	41.0	41.8	42.5						

ABC TV

← ABC COLLEGE FOOTBALL GAME →
 WASHINGTON VS. ARIZONA STATE
 OHIO STATE VS. INDIANA
 (4:10-6:40)(PAE)

(1)

AVERAGE AUDIENCE (Hhds (000) & %)	{	5,240										4,430						
SHARE AUDIENCE %	%	5.8	7.3 *		5.8 *		5.9 *		5.4 *		5.5 *	4.9						
AVG. AUD. BY 1/4 HR	%	16	21 *		17 *		17 *		15 *		14 *	12						
	%	8.4	6.9	6.0	5.6	6.0	5.7	5.3	5.4	5.5	5.5	4.9	4.9					

CBS TV

← CBS COLLEGE FOOTBALL GAME →
 OKLAHOMA VS. TEXAS
 (2:39-6:04)(PAE)

CBS SAT. NEWS-
SCHIEFFER

AVERAGE AUDIENCE (Hhds (000) & %)	{		4.8 *		4.8 *		5.3 *		5.6 *		5,510							
SHARE AUDIENCE %	%		14 *		14 *		15 *		15 *		6.1							
AVG. AUD. BY 1/4 HR	%	4.8	4.8	4.6	4.9	5.5	5.2	5.4	5.7	5.0	14	6.0	6.3					

NBC TVNBC NIGHTLY
NEWS-SAT.

AVERAGE AUDIENCE (Hhds (000) & %)	{										6,690							
SHARE AUDIENCE %	%										7.4							
AVG. AUD. BY 1/4 HR	%										17	7.3	7.5					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.6	10.4	10.1	11.0	11.0	11.8
SHARE AUDIENCE %	25	30	29	30	27	28

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	2.4	2.4	3.0	3.4	3.4
SHARE AUDIENCE %	5	7	7	8	8	8

PBS

AVERAGE AUDIENCE	1.5	1.5	1.7	1.7	2.1	1.9
SHARE AUDIENCE %	4	4	5	5	5	5

CABLE ORIG.

AVERAGE AUDIENCE	6.0	7.4	6.7	7.4	8.3	8.8
SHARE AUDIENCE %	17	22	19	20	21	21

PAY SERVICES

AVERAGE AUDIENCE	2.6	2.3	2.2	2.8	2.7	3.0
SHARE AUDIENCE %	8	7	6	8	7	7

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC COLLEGE FOOTBALL-POST, (PAE), ABC, (6:40-7:00)

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.2	8.0	9.3	11.2	12.9	14.9	17.0	19.4	21.7	24.1	25.4	26.5	26.8	26.5	27.9	28.3	28.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HEALTH SHOW BUSINESS WORLD

1,080 1,180
1.2 1.3
4 4
1.1 1.3 1.4 1.2

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUNDAY MORNING →

FACE THE NATION

FOR OUR TIMES (SUS)

3,440 2,080
3.8 3.0 * 4.2 * 4.3 * 2.3
16 14 * 17 * 16 7
2.7 3.4 4.0 4.3 4.4 4.3 2.4 2.3

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← SUNDAY TODAY →

→ MEET THE PRESS

1,990 1,630
2.2 1.8 * 2.4 * 2.2 * 1.8
13 14 * 14 * 10 * 7
1.7 1.9 2.4 2.4 2.2 2.2 1.0 1.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	1.7	2.3	3.5	4.9	6.7	8.2	8.4	9.1	9.7
SHARE AUDIENCE %	25	27	29	31	33	33	31	33	34

SUPERSTATIONS

AVERAGE AUDIENCE	0.5	0.6	1.2	1.8	2.6	3.1	2.6	2.7	3.4
SHARE AUDIENCE %	7	7	10	11	13	13	10	10	12

PBS

AVERAGE AUDIENCE	0.1	0.2	0.8	1.2	1.5	1.5	1.5	1.5	1.6
SHARE AUDIENCE %	1	2	7	8	7	6	6	6	6

CABLE ORIG.

AVERAGE AUDIENCE	1.6	2.0	2.7	3.9	4.6	5.6	6.3	6.3	6.3
SHARE AUDIENCE %	23	23	22	24	22	23	24	23	22

PAY SERVICES

AVERAGE AUDIENCE	1.3	1.2	1.5	1.7	2.0	2.3	2.5	2.5	2.7
SHARE AUDIENCE %	19	14	12	11	10	9	9	9	9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	29.5	30.3	31.3	32.2	32.6	34.1	35.1	37.2	38.1	39.0	39.0	39.9	40.5	41.1	41.5	42.3	42.6	43.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

←THIS WEEK-DAVID BRINKLEY→

(1)

AMER. LEAGUE CHAMP-GM-4
BOSTON VS. OAKLAND
(2:54-6:00)(PAE)

2,800													4,070	8,500				
3.1	2.8 *			3.5 *									4.5	9.4		6.4 *		7.2 *
10	10 *			11 *									11	22		15 *		17 *
2.8	2.8	3.3	3.7										4.2	5.0	6.2	6.5	6.8	7.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

CBS NFL TODAY

CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

5,510				10,670														
6.1				11.8	10.1 *			11.5 *					12.7 *			12.3 *		11.8 *
19				29	28 *			30 *					32 *			30 *		28 *
5.6				9.2	10.8	11.5		11.8	12.4	12.9	12.1	12.3	12.1	12.0	12.0	11.8		

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

NFL LIVE

NFL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

4,070				7,960														
4.5				8.8	7.1 *			8.8 *					9.2 *			8.5 *		9.0 *
14				22	20 *			23 *					23 *			21 *		21 *
4.0	4.9			6.6	7.6	8.4		9.1	9.2	9.2	8.5	8.7	8.4	9.0	9.1	8.9		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.4		10.4		10.4		9.9		9.5		8.9		9.4		9.0		9.2		
35		33		31		27		25		23		23		21		21		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3		3.6		3.6		3.2		2.6		2.5		2.8		2.9		2.6		
11		11		11		9		7		6		7		7		6		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.3		1.4		1.4		1.3		1.0		1.4		1.4		1.5		
5		4		4		4		3		3		3		3		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6		7.2		6.4		5.3		5.3		5.1		5.7		5.9		5.7		
22		23		19		15		14		13		14		14		13		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.6		2.5		2.3		2.5		2.7		2.8		2.0		1.8		1.8		
9		8		7		7		7		7		5		4		4		

U.S. TV HOUSEHOLDS: 90,400,000
(1) AMER. LEAGUE CHAMP-PRE-4,(PAE),ABC,(2:30-2:54),(5)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	42.7	42.8	43.2	43.3	43.8	44.5	45.7	46.5	47.3	48.6	49.8	51.3						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

AMER. LEAGUE CHAMP-GM-4
BOSTON VS OAKLAND
(2:54-6:00)(PAE)

ABC WORLD NEWS
TONIGHT-SUN

AVERAGE AUDIENCE	{										4,880		
(Hhids (000) & %)		8.3	*		10.4	*		11.4	*	13.3	*	5.4	
SHARE AUDIENCE	%	19	*		24	*		26	*	29	*	11	
AVG. AUD. BY 1/4 HR	%	7.8	8.8	10.2	10.6	11.1	11.7	13.0	13.6			6.0	4.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)

CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE	{					5,330
(Hhlds (000) & %)			10.0 *			5.9
SHARE AUDIENCE	%		23 *			12
AVG. AUD. BY 1/4 HR	%	10.0	2.0			5.4 6.5

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(2)

VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

	7.9	8.5	10.4	10.8	11.3	11.2	10.8	10.1	12.7	13.6	13.8	14.7
AVERAGE AUDIENCE (Hhlds (000) & %)		11,210										
SHARE AUDIENCE %		12.4		10.6 *		11.3 *		10.4 *		13.2 *		14.2 *
AVG. AUD. BY 1/4 HR	7.9	8.5	10.4	10.8	11.3	11.2	10.8	10.1	12.7	13.6	13.8	14.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	9.7	11.0	11.4	11.6	11.6	12.2
SHARE AUDIENCE %	23	25	26	25	24	24

SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	2.6	3.1	3.1	2.8	2.4	2.8
SHARE AUDIENCE %	6	7	7	6	5	6

PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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AVERAGE AUDIENCE	1.3	1.3	1.3	1.1	1.6	1.7
SHARE AUDIENCE %	3	3	3	2	3	3

CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE	5.5	5.3	5.0	5.6	6.2	6.3
SHARE AUDIENCE %	13	12	11	12	13	12

PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
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35. <i>THE MENTALIST</i>	1.1	1.1
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41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
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72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
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76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

AVERAGE AUDIENCE	2.2	2.4	2.6	2.8	3.1	3.6
SHARE AUDIENCE %	5	6	6	6	6	7

U.S. TV HOUSEHOLDS: 90,400,000
(1) CBS NFL FOOTBALL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), CBS, (MULTI SEGMENT)
(2) NFL GAME 1, VARIOUS TEAMS AND TIMES, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

CLIENT NOTICE

November 9, 1988

THE POCKETPIECE REPORT
October 3-9, 1988

The following revised program audience estimates are the result of information received from the network too late for inclusion in the above report.

21 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				R E V Y	HOUSEHOLD AUDIENCES				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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54 PROGRAM AUDIENCE ESTIMATES (Alpha)

OCT. 3-9, 1988

PROGRAM NAME				NO.	R	HOUSEHOLD				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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						H	H	H	H		TOT.	12-17		12-17	12-17	12-17	12-17	TOT.	2-5	2-5	2-5	2-5	6-11	6-11	6-11	6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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89 &
90

PROGRAM AUDIENCE ESTIMATES (By Time Periods)

OCT. 3-9, 1988

DAY TIME NETWORK PROGRAM NAME	HOURS HOLDS	AVERAGE MINUTE AUDIENCE %																				
		TOTAL PERS (2+)	WORKING WOMEN				WOMEN					MEN					TEENS		CHILDREN			
			10- 18+	18- 24	25- 34	35- 44	10- 18+	18- 24	25- 34	35- 44	45- 54	55+	10- 18+	18- 24	25- 34	35- 44	45- 54	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 7-11
SUNDAY EVENING																						
8:00-9:30PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 62.6 11.6	42.8 7.2	43.7 5.5	42.0 4.9	41.3 8.2	46.4 7.0	39.1 5.4	41.3 5.1	43.2 5.1	47.0 8.1	56.7 11.3	45.6 10.2	39.0 8.0	40.8 8.0	44.7 8.9	46.6 9.4	57.1 16.1	33.5 2.2	33.9 1.8	31.6 2.9	34.5 3.1	
9:30-10:00PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 65.6 13.7	45.5 8.4	47.2 6.0	45.5 6.1	46.3 8.5	49.4 7.9	41.3 5.9	44.3 5.5	46.3 5.7	50.8 7.0	60.0 13.0	48.8 12.3	41.3 9.8	43.6 9.8	46.3 10.8	50.0 11.2	60.4 19.2	35.9 3.2	34.2 1.4	33.2 3.6	36.7 4.1	
10:00-10:30PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 66.7 16.1	45.7 10.1	48.9 7.4	47.2 6.8	47.7 7.9	51.1 9.1	42.9 7.0	46.2 6.8	48.3 6.5	52.9 8.4	61.2 15.1	49.6 14.8	42.2 10.9	45.2 11.4	50.0 12.5	51.8 14.3	60.2 23.8	34.0 4.2	31.7 2.4	28.2 3.9	31.3 4.3	
10:30-11:00PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 66.3 16.7	44.7 10.4	49.2 7.9	47.6 6.9	47.8 7.9	51.1 9.3	44.1 6.8	46.7 6.8	48.4 7.0	52.8 8.1	60.2 14.9	49.4 15.5	42.7 11.3	45.4 13.2	49.7 13.5	51.0 15.5	59.2 24.1	31.8 4.3	30.2 2.7	23.9 3.4	26.0 4.0	
10:00-10:30PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 62.8 16.7	41.6 10.3	46.9 7.3	45.4 6.8	44.1 7.7	48.9 9.3	42.8 6.8	44.8 7.1	46.5 7.2	50.4 8.2	57.4 14.2	46.3 15.6	41.4 11.8	42.9 12.6	46.7 13.7	47.2 15.7	54.8 27.6	27.4 4.3	24.4 2.1	18.6 1.8	19.5 4.5	
10:30-11:00PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 59.0 15.9	38.1 9.7	43.2 7.3	41.9 6.8	40.2 8.0	45.2 8.8	39.1 6.2	41.5 6.5	43.5 6.8	47.2 8.8	52.7 13.9	43.3 14.9	36.2 11.4	38.3 12.0	44.1 13.0	64.3 14.8	50.2 22.4	24.5 4.2	21.8 2.0	14.6 1.5	15.4 3.5	
11:00-11:30PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 50.0 16.2	31.6 9.9	35.2 7.6	34.0 7.1	31.7 5.3	36.8 9.1	31.8 6.1	33.9 6.5	36.0 7.2	36.7 7.5	42.5 13.7	37.0 15.1	34.2 12.6	34.3 12.9	37.1 13.7	43.1 14.5	41.1 21.1	19.9 4.4	18.2 1.9	10.9 2.8	11.5 3.1	
11:30-12:00AM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 39.3 16.1	24.0 9.8	26.8 7.9	26.1 7.6	24.0 5.3	27.2 9.2	24.2 6.6	25.5 6.8	26.7 7.2	26.7 7.5	31.5 13.2	29.0 14.9	28.3 12.7	27.4 12.7	28.5 13.0	28.1 13.9	32.9 21.1	15.0 4.5	10.8 2.3	7.5 2.4	7.8 2.5	
12:00-12:30AM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 31.2 15.5	18.2 9.3	19.9 7.3	19.7 7.1	15.4 5.5	20.5 9.4	18.9 6.8	18.9 7.0	19.9 6.9	20.9 8.3	29.3 11.6	22.8 14.4	20.7 13.0	22.7 12.7	21.7 12.8	21.3 13.5	24.6 19.3	11.3 3.8	8.1 2.1	5.0 2.1	5.2 2.9	
12:30-1:00PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 24.9 14.1	14.2 8.2	14.9 6.3	14.6 6.0	12.7 5.4	15.3 7.2	14.6 5.8	14.2 5.9	14.9 6.0	15.7 7.4	17.1 9.9	18.8 13.0	18.8 11.8	17.8 11.0	17.9 12.7	17.5 16.7	19.0 16.7	8.6 2.6	6.3 2.0	3.6 2.0	3.5 2.2	

102 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

OCT. 3-9, 1988

DAY TIME NETWORK PROGRAM NAME	HOURS HOLDS	AVERAGE MINUTE AUDIENCE %																				
		TOTAL PERS (2+)	WORKING WOMEN			WOMEN					MEN					TEENS						
			10- 18+	18- 24	25- 34	15- 24	TOTAL	10- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	10- 34	18- 49	21- 49	21- 54	25- 54	12- 17	FEM. 12- 17	
SUNDAY EVENING-LATE																						
11:00-11:30PM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 38.2	50.0 9.9	31.6 7.8	35.2 7.3	34.0 7.2	35.8 7.2	24.2 5.2	36.8 9.1	31.8 8.5	33.9 7.0	34.8 7.2	35.2 7.3	36.0 7.2	26.1 9.8	37.0 18.1	34.2 12.6	34.3 12.9	35.9 13.5	36.4 13.8	37.1 13.7	23.4 8.8	16.2 1.94
11:30-12:00AM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 16.1	50.0 9.8	31.6 7.8	35.2 7.3	34.0 7.2	35.8 7.2	24.2 5.2	36.8 9.1	31.8 8.5	33.9 7.0	34.8 7.2	35.2 7.3	36.0 7.2	26.1 9.8	37.0 18.1	34.2 12.6	34.3 12.9	35.9 13.5	36.4 13.8	37.1 13.7	23.4 8.8	16.2 1.94
12:00-12:30AM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 31.2	50.0 9.9	31.6 7.8	35.2 7.3	34.0 7.2	35.8 7.2	24.2 5.2	36.8 9.1	31.8 8.5	33.9 7.0	34.8 7.2	35.2 7.3	36.0 7.2	26.1 9.8	37.0 18.1	34.2 12.6	34.3 12.9	35.9 13.5	36.4 13.8	37.1 13.7	23.4 8.8	16.2 1.94
12:30-1:00AM A NAT'L LEAGUE CHAMP-GH-4(S)	TVU 14.1	50.0 9.8	31.6 7.8	35.2 7.3	34.0 7.2	35.8 7.2	24.2 5.2	36.8 9.1	31.8 8.5	33.9 7.0	34.8 7.2	35.2 7.3	36.0 7.2	26.1 9.8	37.0 18.1	34.2 12.6	34.3 12.9	35.9 13.5	36.4 13.8	37.1 13.7	23.4 8.8	16.2 1.94

110 PROGRAM AUDIENCE ESTIMATES (By Time Periods)

OCT. 3-9, 1988

DAY TIME NETWORK PROGRAM NAME	HOURS HOLD	TOT. PERS (2+)	AVERAGE MINUTE AUDIENCE %																					
			WOMEN				MEN				TEENS				CHILDREN									
			15- 24		25- 34		15- 24		25- 34		12- 17		18- 24		2- 11		12- 17		5- 11		6- 11		12- 17	
			15- 24		25- 34		15- 24		25- 34		12- 17		18- 24		2- 11		12- 17		5- 11		6- 11		12- 17	
			15- 24		25- 34		15- 24		25- 34		12- 17		18- 24		2- 11		12- 17		5- 11		6- 11		12- 17	
SATURDAY MORNING																								
8:30-9:00AM A MINNIE THE POON I	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
9:00-9:30AM A MINNIE THE POON II	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
9:30-10:00AM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
10:00-10:30AM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
10:30-11:00AM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
11:00-11:30AM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
11:30-12:00PM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
12:00-12:30PM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
12:30-1:00PM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
1:00-1:30PM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	
1:30-2:00PM	TVU 20.6	10.5	6.6	7.3	7.6	5.1	6.9	6.6	9.7	7.5	12.2	5.2	26.8	33.1	24.3	26.9	26.8	33.5	23.9	33.1	24.3	26.8	33.5	